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WILLHITE

Melon Seed Farms

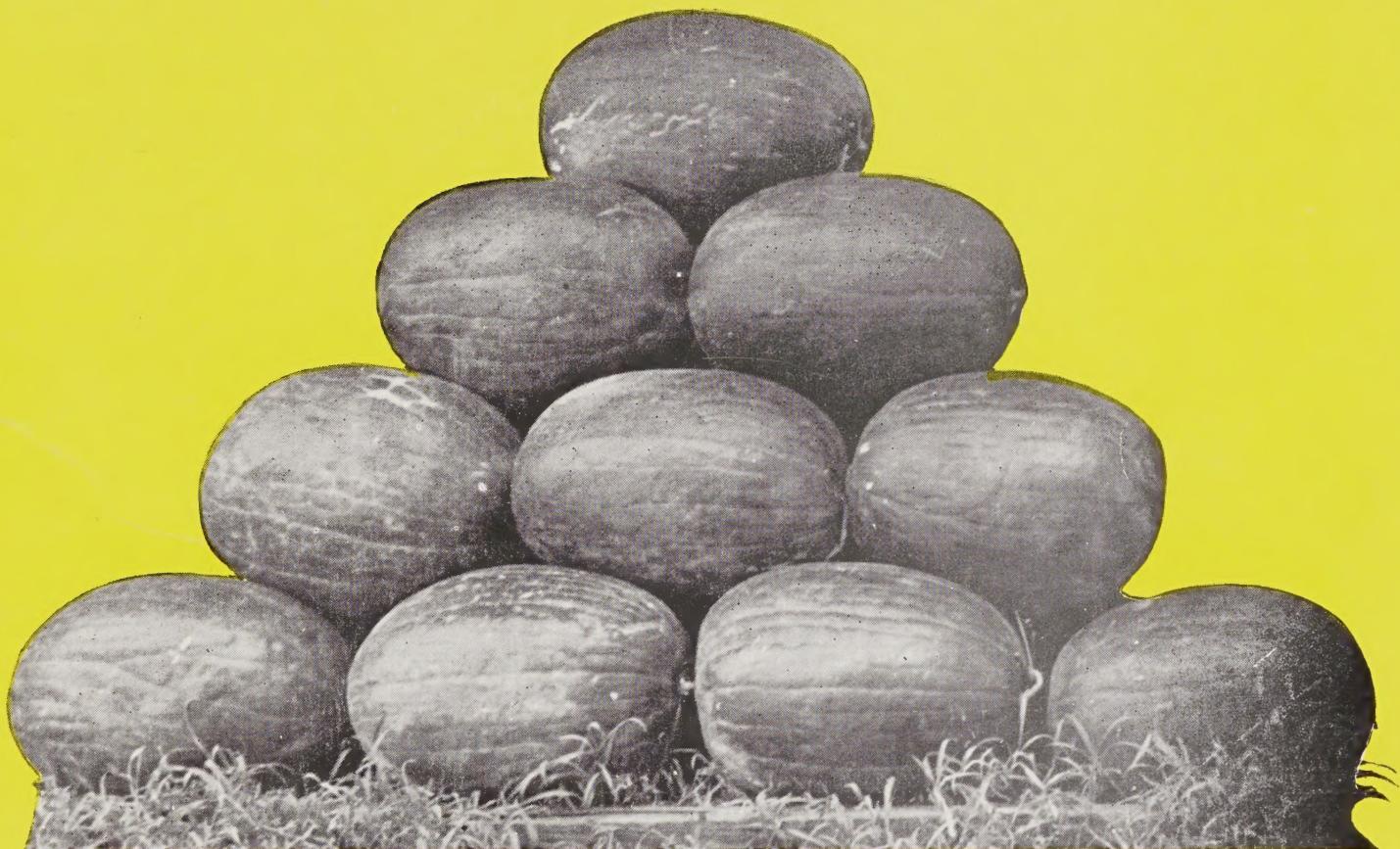
Active Member of

AMERICAN SEED TRADE ASSOCIATION

SOUTHERN SEEDSMEN'S ASSOCIATION

TEXAS SEEDSMEN'S ASSOCIATION

Wholesale and Retail



TEXAS GIANT — Variety No. 10

80 POUND AVERAGE

See Description Page 25

TWENTY-SEVENTH ANNUAL CATALOGUE

"Good Pure Seed from Grower to Grower"

Trade Mark Registered

WILLHITE MELON SEED FARMS

Texas Largest Seed Growers

POOLVILLE, TEXAS

Branch Office—WEATHERFORD, TEXAS

**CHAMBER OF COMMERCE
WEATHERFORD, TEXAS**

TO WHOM THIS MAY CONCERN:

This is to bear testimony that Miss Clara Lee Willhite of Poolville, Parker County, Texas has been a resident of that County all her life and she has during that time conducted herself in a way to command the respect and the confidence of the people with whom she has been associated.

Miss Willhite is the leading watermelon grower of Texas, as well as Parker County, she has grown up with the watermelon seed business, under the supervision of her father who founded the business some thirty years ago, and any information she may give on that industry is reliable and authentic, being backed by many years of successful growing of the leading varieties of melons.

In view of the above facts, the Chamber of Commerce of Weatherford cheerfully recommends Miss Willhite to any person who may be interested in the growing of better and more marketable melons.

WEATHERFORD CHAMBER OF COMMERCE

Signed: Fred Measures, President.

BRANCH OFFICE

On this our thirtieth anniversary, we are opening a branch office at 702 West Josephine Ave., Weatherford, Texas, telephone 980 or write P. O. Box 85, Weatherford, Texas, in order to give minute service by having telephone and railway express at our door; also, we will be able to get your letters several times a day and from four to twenty-four hours earlier, Poolville office only having one mail delivery and pickup each day. We realize what this means to our customers when you have had the misfortune of getting your crops destroyed by freeze, hail or flood.

We have operated all these years without telephone service at Poolville, there being no telephone system whatever there, which certainly has been a handicap. The main plant will remain at Poolville, as well as our warehouses and cleaning plant, and your orders will be taken care of whether they are sent there or to the Weatherford office. It's just that we can give you quicker service from the Weatherford office. Miss Willhite will spend most of her time there.

The Poolville office is under the very capable management of our service manager, C. B. Freiley.



MISS CLARA LEE WILLHITE
Owner and Manager

WILLHITE'S SEED ARE HAND SELECTED AND HAND SEDED

When looking over our prices, please take into consideration the fact that every seed has been Hand Selected and Hand Seeded, which takes much more time than if we were to seed by machinery. It has been our experience that you lower the quality when you use a seeding machine or thresher, as they sometimes are called.

Since "QUALITY" is our first consideration, regardless of the cost, we will not allow a seeding machine in our fields.

Our fields have had more rigid inspections the past season than ever before in the history of the business, partially because of increased acreage and heavy demand for our seed. Every row and every hill has been thoroughly inspected, as well as the inspectors being constantly in attendance while the melons are going through the seeding process. They have had not only one inspection, but several, some fields as high as five and six inspections during the growing period. Miss Willhite, personally, sees each field at least once before seeding operations begin.

THIRTIETH ANNIVERSARY

We present you this twenty-seventh annual catalogue which represents our thirtieth anniversary in growing high grade watermelon and other seed strictly for seed, as we do not sell any melons whatever regardless of the price. We grow hundreds of acres each year and no matter how many are produced on this acreage, there is none sold. You get the benefit of the seed from the large melons which, it stands to reason, will produce a better crop even under adverse conditions.

Our stock is kept up to the highest standard, on each variety, that is obtainable anywhere, yet at a very reasonable price, especially when you consider our method of production and hand seeding.



C. B. FREILEY
Service Manager

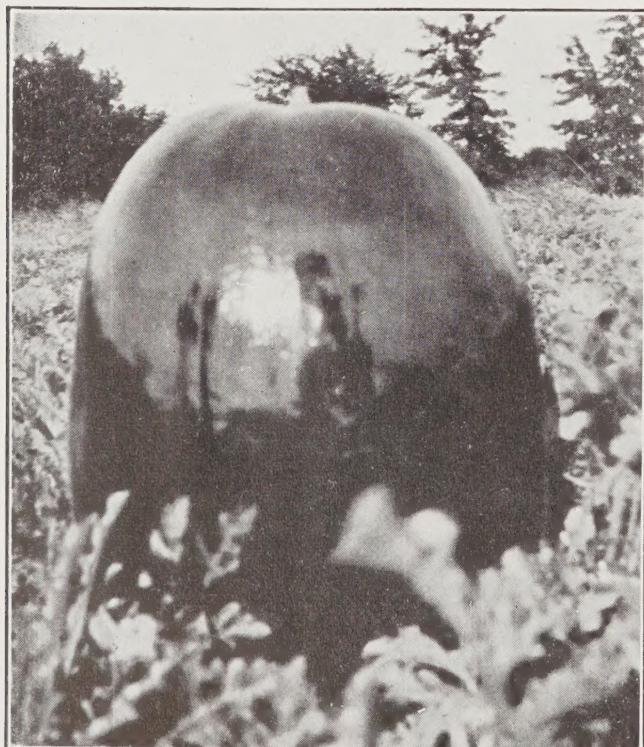


CLARA LEE, FLORIDA GIANT, BLACK DIAMOND OR CANNON BALL Variety No. 17

Variety No. 17 is an improved strain of the above varieties. It is a large round melon with a black shiny glossy rind and has no kind of stripe, just solid smooth, black green. It has grayish black seeds that are rather small. They grow almost as large as the Jumbo Triumph. Most of them as large as seventy and eighty pounds and under very favorable conditions,

will grow to one hundred pounds. The rind is very thin and tough and they can be hauled or shipped any distance any watermelon can. They are hardy and resist drouth better than any except the Desert King, and are nearly equal to it. They ripen along with the Tom Watson and other mid-season melons. They are the leading shipping variety. See price sheet for prices.

LIBERAL PACKAGE, ANY VARIETY, 25c.



**CERTIFIED BLACK DIAMOND
Variety No. 17**

WILLHITE'S CERTIFIED BLACK DIAMOND—VARIETY NO. 17

These seed run 100% pure in the field as to purity as well as watermelon diseases of any kind. They were inspected by the State inspectors to conform with the State inspection laws in which they were grown, as well as by us and our inspectors, which gives you double the protection you usually get in Certified seed. They were well isolated and even farther from any other variety of watermelons than the Certification program calls for, and as an added precaution, surrounded by timber, which in our opinion serves better than distance to halt and stop the insects which are the cause of mixture.

These seed come to you in one- and five-pound sealed bags and are already treated with Seed Treatment. We cannot break a bag to ship you a smaller amount, so please do not order less than a pound. They should be ready for shipment shortly after December 15, 1949. We will be pleased to accept your early booking and ship seed after that date.

See price sheet for prices. Remember no order less than one pound, on the certified seed.



WILLHITE'S FAMOUS WATSONS—Variety No. 24

Our WILLHITE'S FAMOUS WATSONS are grown for seed only and as we grow for seed only we have not the temptation to sell the large melons and seed what cannot be sold at a profit as **other seed growers do here.** These seed are from melons grown in a community that produces as fine melons as are produced in Parker County. All melons were seeded regardless of the fact that they could have been sold at several times the amount we get for the seed, but we are not growing

melons for the market, they are for seed only and we cannot afford to cheapen our product by selling the best and seeding only **those we cannot sell.** As this is one of the oldest melons grown we feel it isn't necessary to take up much space with description, they are exactly as pictured, seed brown and small, average from fifty to seventy-five pounds in weight, flesh tender and sweet, rind hard and tough making them an excellent shipper. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



WILLHITE'S FAMOUS WATSONS—Variety No. 24



BLUE RIND WATSON—Variety No. 23

This is a distinct variety of the Tom Watson. Its rind is a deep shiny green with a bluish sheen; some are so dark, they are almost black. It has small brown seed and its flesh is a deep blood red and very tender and sweet. Its rind is thin and very tough making it a splendid shipper. Average from fifty to seventy-five pounds. Its general shape is exactly like the Willhite's Regular Watson you have known and liked so well. They will sell and ship equal to them on any market and most buyers prefer them to the Regular Watson because they make a much better appearance and are much better melon when cut. Some few regular Watsons will be found in field

planted with Blue Rind Watson seed because the type is not firmly established yet, but no such melons found in our fields were seeded. Only about two per cent showed up regular Watson, not enough to cause complaint. We have for several years sold about four pounds to one of this melon as compared with the regular Watson, not because the regular Watson is not good, but because the Blue Rind is so much better. We originated this melon and recommend it to all who want a good shipping melon and one that will sell. It matures in about eighty-five days. Seed are brown. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



BLUE RIND WATSON—Variety No. 23



WILLHITE'S SPOTTED WATSON OR CLETEX—Variety No. 26

This is not a new melon, but it is not known just where or by whom it was originated. It has been called the Smith melon in parts of eastern Oklahoma, and around Atlanta, Texas, it is known as the Spotted Watson, and at Cleburne, Texas, it is called the Cletex, and in some localities the Icy-Rind melon. However, we think the name Spotted Watson describes it better than any other name. It is an extremely popular melon wherever grown. It grows up to eighty pounds, its rind is tough and thick enough to make it one of the best shippers. Its flesh is a blood red and very firm. It is a sweeter melon than the regular Watson and is a better melon in every way. Its seeds

are a light brown color. Its color is dark green with very irregular grey spots or a sort of marbled effect mixed with the dark green color; this gives it a most odd and beautiful appearance. It is remarkably free from wilt, not a trace of wilt in our seed fields grown for seed for the past several years. They do not sunburn easily as the old Regular Watson. If you want a melon that will haul or ship well and at the same time give your customers entire satisfaction, we strongly recommend that you plant a part of your crop to this melon. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

HOW TO SEND MONEY

Money can be sent safely by post office money order, registered letter, telegraph money order. Postage stamp remittances are acceptable in amounts less than one dollar. We will not be

responsible for money sent by mail unless letter is registered. Address all orders to Willhite Melon Seed Farms, Poolville, Texas—or P. O. Box 85, Weatherford, Texas.



WILT PROOF KLECKLEY NO. 6

Variety No. 19

The quality and general appearance of this melon is the same as the Improved Kleckley sold by us for the past several years. We obtained our seeds from a Waterloo, Nebraska, concern. They represent it to be absolutely wilt proof and our eight years' experience with it bears them out in all they say about it. This strain was grown by us on land badly infested with wilt as a trial and not one vine was affected by wilt. Red flesh, seed white, matures in about eighty days. The variety grows to a very large size and is high in sugar content. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

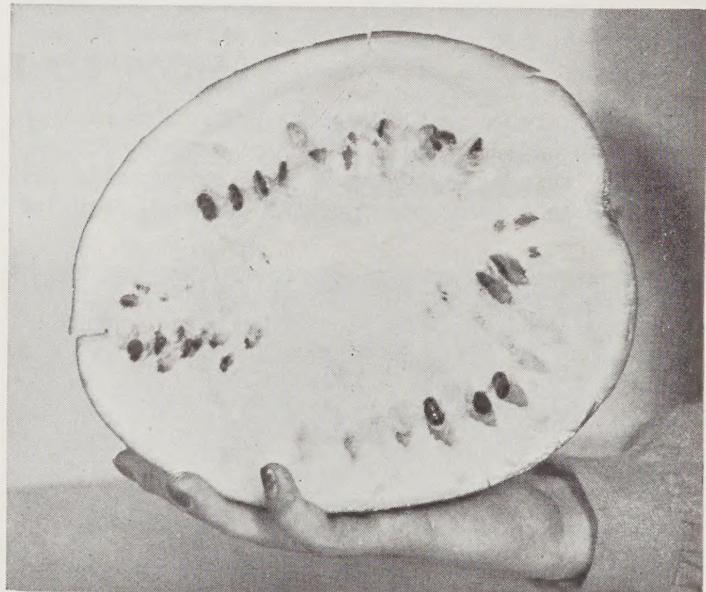
WILLHITE'S NEW WHITE SEEDED WATSON—Variety No. 44



This is our sixth year to introduce this new melon, although it has been grown eight or nine years here in Parker County. It is without a doubt the largest growing Watson melon and will grow well over a hundred pounds, if properly pruned and growing conditions are favorable. It has a blue-green shiny rind, although not quite as blue as the Blue Rind Watson. Seeds are white to cream, same size as Regular Watson seed, most melons same shape, some few run more blunt ends. Red flesh, the vines grow rank and very vigorous, having large leaves which cover the melons and help to prevent sunburn, they will grow to a much larger and more uniform size than any Watson. We had the best crop this year that we have ever grown of this variety. You could walk all over the field without touching the ground on melons weighing from fifty to eighty-five pounds, and some weighed as much as 100 pounds, I strongly advise you to try this fine melon if it's tonnage and size you want. The cutting quality was perfect also. See price sheet for prices. LIBERAL PACKAGE, ANY AMOUNT, 25c.

HERE IT IS THE ICE BOX WATERMELON Variety No. 47

That you have been calling for, slightly larger than a jumbo cantaloupe, early watermelon, that matures in sixty days. Fits in apartment size ice boxes. Of excellent quality. Comes in three colors, RED, ORANGE and WHITE flesh. LIBERAL PACKAGE, ANY VARIETY, 25c.



ORNAMENTAL GOURDS Variety No. 49

Very unusual shapes and sizes, highly colored. All types ornamental Gourds. Plant them for a novelty as well as home decorations. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



THE HALBERT HONEY MELON—Variety No. 12

This is one of the best early varieties. Color of rind black green, flesh is blood red and white seeds. They grow up to forty pounds and are

extremely tender and fine flavored. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

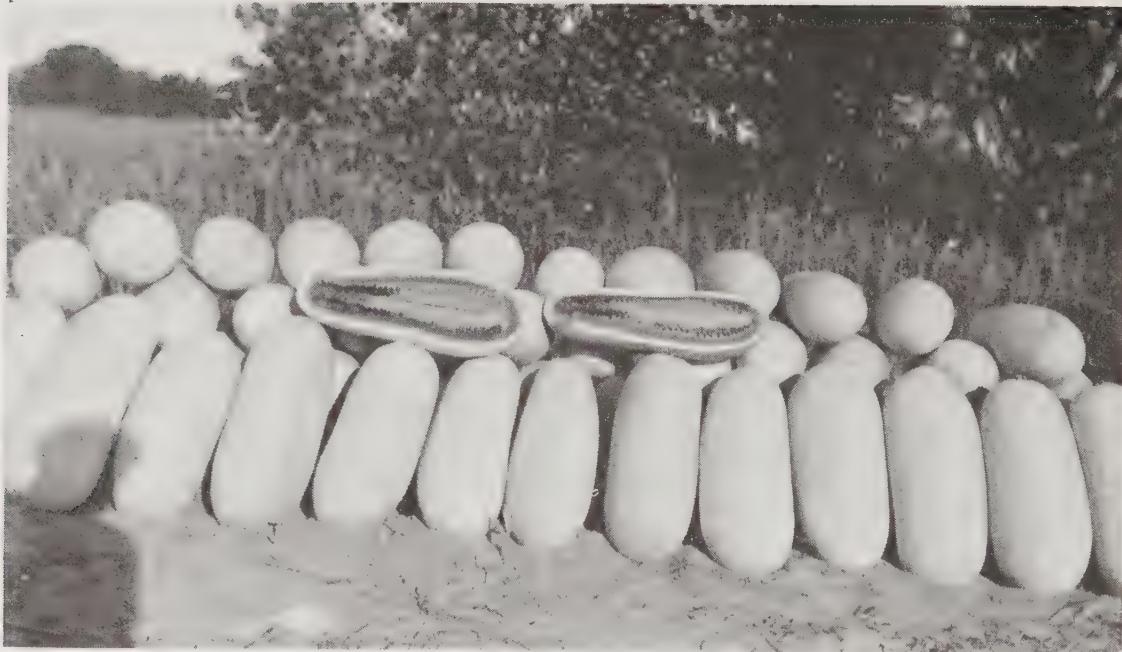
NEW IRISH GRAY—VARIETY NO. 13



tough and stands hauling well. The flesh deep red, crisp, tender and sweet; **NOTE THIS**, seeds are large white with a black rim and tip; they will grow to forty or fifty pounds, very uniform and you

This is an entirely new type Irish Gray from the variety we have been selling, although it has been on the market in a small way for some ten years or more and I believe was at one time known as "Texas Gray Beauty" but the seedman from whom we secured our stock seed has named it the NEW IRISH GRAY; it is indeed a fine melon. The rind has identically the same markings as the Sugar Loaf, Texas Golden and Hawksbury, that is a very light pea green with slightly darker vein markings and is very

will have but little pruning to do. You make no mistake when you try this melon. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



THE HAWKSURY (or Gray Shipper) (Wilt Resistant) Variety No. 8

Our sales on this melon have doubled each year since we first listed it, mostly due to its drought and wilt resistance. It rates among the best when it comes to resisting wilt. It is an early melon, its flesh is a deep blood red with small black seeds. Its rind is grey-green and

very thin, hard and tough. Its cutting qualities are of the very finest. They grow up to sixty-five pounds and are very hardy. See price sheet for price. LIBERAL PACKAGE, ANY VARIETY, 25c.

KEEP MICE AWAY

Get a small box of snuff and ground red pepper, dampen seed and roll them in the snuff and red pepper after it has been mixed together before planting. We have found this to be the best way we know of yet to keep the mice from eating the seed.

CUTWORMS

Fat, colored worms 1 to $1\frac{1}{2}$ inches long cut off young plants near ground at night, hide in soil nearby during day. Put enough water in 5 pounds coarse bran to moisten, add $\frac{1}{2}$ pint molasses and $\frac{1}{4}$ pound white arsenic or paris green. Scatter mash thinly around plants in late afternoon.



THE EARLY KANSAS—Variety No. 39

The Early Kansas (Hutchinson Stripe or Russian Red.) This variety has gained wide popularity all over the middle west in the last few years. The outside is dark green with alternate stripes of a lighter shade. The rind is medium thickness and

hard and firm. Flesh is a deep rich red and very fine flavored. Ours is the brown seeded strain. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



A NEW WATERMELON, BLACKLEE (Wilt Resistant)—Variety No. 45

This is a new watermelon developed by the Experimental Station in Florida about six years ago. Although it is our fourth time to list this melon in our catalog, we have had many calls for the seed prior to the listing. It has a dark blue green rind, capsule shape melons, running extremely uniform and very little pruning is nec-

sary. Average growth from 35 to 40 pounds. The flesh is blood red, very tender and sweet, the rind thin and tough, seeds medium size and black. It is a good shipper—matures in about eighty-five days. See price list for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



BLACKLEE (Wilt Resistant)—Variety No. 45

This is a field view of the Blacklee, in which not a single plant died from wilt, although the land was the worst affected with wilt that we could find in the county. The vines are very rank and vigor-

ous, underneath which are hundreds of melons averaging thirty pounds and still growing. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

NOTICE

All prices are quoted for immediate acceptance and confirmation, and all sales made subject to stocks remaining unsold, loss or damage by fire, shortage or failure of crop, stenographic errors and delays and contingencies beyond our control.

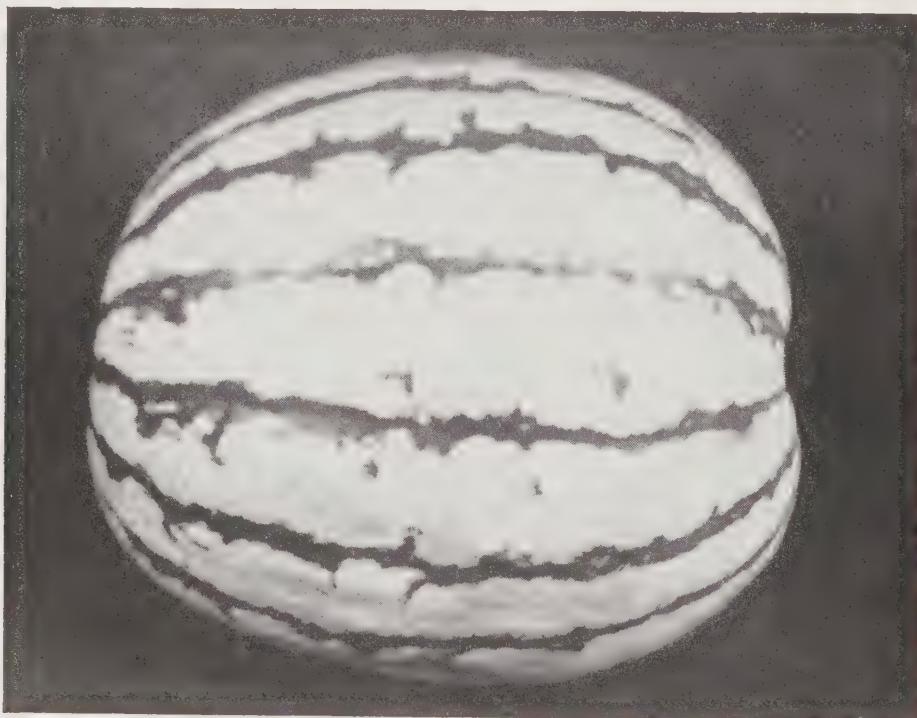
THE NEW STONE MOUNTAIN—Variety No. 15

The New Stone Mountain is almost round, light green rind of medium thickness and has the fine markings of the Tom Watson. The flesh is a beautiful deep red, rich and very sweet. The seeds are white with black tips. This melon will not stand the abuse of long distance shipping or hauling. On local market it is unsurpassed; for this reason it has created a sensation among truck growers wherever grown. They grow up to seventy-five and eighty pounds. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



PRICE SHEETS, ORDER BLANKS AND ENVELOPES

Should you misplace your price sheet or need extra order blanks and our self-addressed envelopes they will be sent you upon request.



MISSOURI QUEEN (WILT RESISTANT)—VARIETY NO. 52

This is our second time to list the MISSOURI QUEEN (WILT RESISTANT) although it has been on the market for some three or four years. This melon was developed out of the Dixie Queen and is very, very similar to it in almost all respects. It has an exceedingly high degree of resistance to wilt and its production characteristics are almost

identical to that of the Dixie Queen; Medium early, maturing in about eighty days. The rind is thin and tough, light green with darker stripes; Flesh, bright red, tender, crisp, and well flavored. Our seed are limited. I suggest you place your order early. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



WILLHITE'S IMPROVED JUMBO TRIUMPH—Variety No. 18

• 128 Pounds—Still Growing

See another picture outside of back cover, page 44

This is a slightly oblong melon, color very rich dark green with slight mottled effect shown on some of them, but nothing that could be called a stripe. Its flesh is blood red and unlike the old type of Jumbo. Its cutting qualities are good. Seed are black. We have, by careful seed selection during the past nineteen years, greatly improved this melon. Its cutting qualities are far ahead of the old type. They will ship crated anywhere. Many Jumbos that weigh more than one hundred pounds are shipped from Parker County

via express every year. The average size that our seed were taken from, weighed about seventy pounds. It ripens 10 days later than the Watson, or in about 100 days. It is wilt resistant to a degree, there being no wilt whatever in our fields this year. They come in at a time when there are but few other melons on the market. No other melon will grow so large. If you want to astonish your neighbors, plant a few acres and you will have them coming for miles around to see them. See price sheet for prices. LIBERAL PACKAGE OF ANY VARIETY, 25c.



GRAYSTONE—VARIETY NO. 53 ALL AMERICAN WINNER 1933

This is our second year to grow and list this fine melon which was an ALL AMERICAN WINNER in 1933 and introduced by one of our leading seedsmen. The rind has outside markings of the Stone Mountain, thin and tough enough to ship and haul well. They will grow to 60 pounds under favorable conditions, average maturity ninety to ninety-five days; shape large oval with block ends. It is one of the most delicious flavored, fine textured, sweetest melons we have ever grown. Seeds are white and small, they go a long way when planting. The vines are very prolific and produce a heavy growth, covering the melons well which prevents sunburn. Be sure to try these seed. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



THE TENDERSWEET—Variety No. 4

Without a doubt this is one of the best and sweetest melons we ever grew. Some people do not like yellow flesh melons, but we consider this the very best melon that grows. They are sweeter than any red fleshed melon. The Tendersweet grows to a very large size, often weighing fifty to sixty pounds and we have grown them to weigh ninety pounds. The rind is a dark green

with a very plain mottled stripe of a lighter shade from end to end. The flesh is a golden yellow and very tender. The rind is thick and stands hauling well. A load of these melons will attract attention anywhere. It is an early melon, maturing about one week ahead of the Watson. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

WARRANTIES

The Willhite Melon Seed Farms give no warranty expressed or implied, as to the productiveness of any seeds they sell and will not be in any way responsible for the crop.* Our liability, in all instances, is limited to the purchase price of the seed.

Neither are we responsible for the purity or variety, shortage or failure of crop, stenographic errors and delays beyond our control.



QUEEN OF PARKER—Variety No. 5

This melon is a new discovery by us and one of the best yellow flesh melons we ever cut. Its shape is a little longer than thick and its flesh is a deep rich golden yellow and very tender and sweet. The seeds are black and it has a dark green rind with mottled green stripe. The Queen of Parker is the largest of all the yellow fleshed melons. It has the largest heart of all the melon family. Many make the mistake of taking it from the vine before the heart is fully ripe. Leave it on the vine until the heart is as yellow as the

meat around the seed, then you really have one that is good to eat. On account of its having an extra large heart, it takes the heart longer to ripen. They grow fully as large as the Florida Giant or Jumbo Triumph. There were hundreds in our seed fields this year that weighed from seventy-five to one hundred pounds. It is a wonderful drought resister and produces a crop almost without rain. It seems it is immune to wilt and other melon diseases, and not a hard center was found in the entire crop. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



TENDERSWEET, Variety No. 4 dead ripe for seeding, description—page 14

WILLHITE'S YELLOW WATSON Variety No. 27

So far as we know we are the only seed house that lists this fine melon. It was produced by crossing the Watson with a fine yellow flesh melon. It has all the characteristics of the Tom Watson, except the flesh is yellow and very much sweeter than the Watson. Rind is tough and stands shipping well. They are long shaped and have all the fine Watson markings and cannot be distinguished from the red Watson until cut. Matures in ninety days, seed brown. We suggest you order early to be sure to get your seed of this fine melon. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



MASTER JACKIE HARKRIDER
1329 Woodland Avenue, Fort Worth, Texas

THE TEXAS GOLDEN— Variety No. 2

The Texas Golden is a long grey green rinded, yellow fleshed melon of the very finest cutting qualities. Its flesh is a very rich golden yellow and as sweet as the best of them. It is an eighty day melon and is a remarkable free bearer. It grows up to ninety pounds under favorable conditions. Its seeds are white with black tips and small. It has a fine, delicate flavor that is all its very own. No other like it. It is remarkably Wilt Resistant and produces a full crop where many others would fail. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



Field view Desert King (yellow flesh) Variety No. 1. See description on page 23

YELLOW FLESH BLACK DIAMOND—VARIETY NO. 51

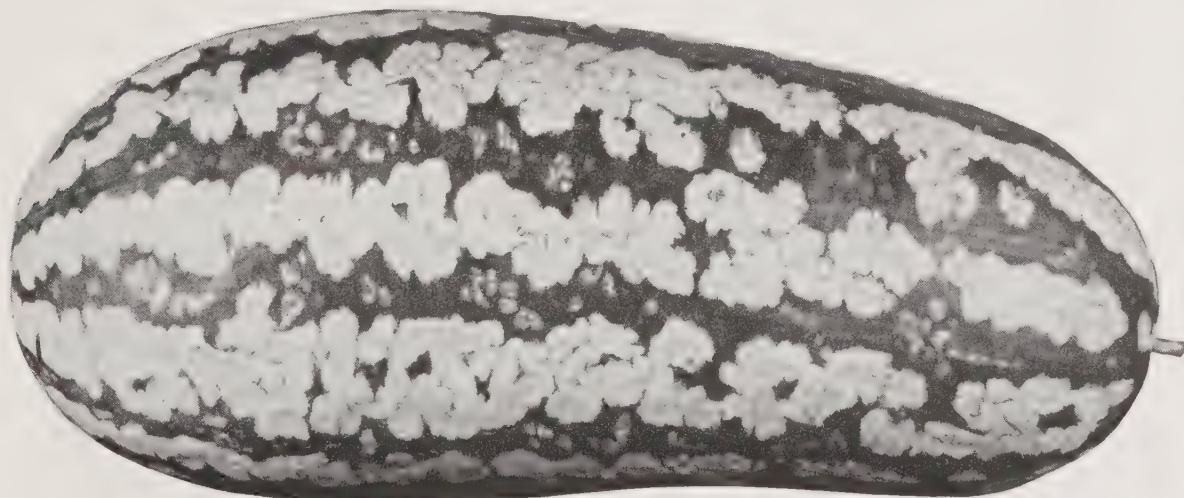


This is a new watermelon exactly like the red flesh Black Diamond, as to shape and size, in fact you cannot tell them apart until you cut one and find the tenderest, sweetest, most delicious yellow flesh you have ever eaten; the seeds are grayish black and rather small; the rind is very thin and tough and can be hauled or shipped any distance. It is a mid-season melon, with a smooth, shiny,

glossy black green rind. They will grow to sixty and seventy pounds under favorable conditions. There will be about one half of one per cent cut slightly pink, due to the type not being firmly established, which is not enough to cause complaint. When ordering be certain to give the VARIETY NO. 51, so that the order will not become confused with the red variety. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

GARRISON (Coker)—Variety No. 48

This is our third year to grow this fine melon, although we have been having calls for it for several years. It grows to a very large size, sweet, tender, rind thin and tough, flesh brilliant red, seeds are cream and very few to melon, outside rind pea green, with darker mottled strip. I suggest you at least try a package of this fine melon. The Garrison will grow to weigh seventy-five or eighty pounds under favorable conditions. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



GARRISON (Coker)—Variety No. 48

ABOUT C. O. D. ORDERS

A deposit of 25% of the amount of the order, before we make shipments, is required on all shipments requested to be sent C.O.D. This amount is returned to you if the order is not accepted.

FOR PRICES, AND INSTRUCTIONS ON SETTING HOTKAPS, SEE PAGE 35

From a Good Customer at Waco, Texas

From one pound of Sugar Loaf seed of yours, last year, I sold close to \$700 in melons. The best Sugar Loaf melons raised in this part of the coun-

try and all my neighbors know where I got the seed. I'm glad to recommend your seed to anyone.

Sincerely

Signed.....

What Our Distributor at Grand Bay, Ala., Has to Say About Our Seed

Grand Bay, Ala.

Dear Miss Willhite:

I just wanted to let you know what a wonderful success we had at our Melon Festival. This was the first Festival ever staged in this county, and it went over in a big way. We had over 1,000 present. We served about 150 ice-cold melons during the day.

We selected a Melon Queen, and the President of the First National Bank, Mobile, Ala., crowned her at 12:00 Noon, then we had some speakers and a baseball game in the afternoon.

We had about 50 truck loads of our best melons, and every one was sold during the day. Trucks

and Trailers from all over the South were there and several of the farmers sold loads from their fields on the strength of this.

About \$400.00 in prizes were awarded to growers, for different things, largest melon, load of largest melons, best large load, best pickup load, best of three leading varieties, etc.

The Clara Lee No. 17 was the best represented there. Had one pickup load of Clara Lee No. 17 that averaged 52 lbs. Had several that went 65 to 68 lbs.

We remain,

Sincerely yours,

Signed.....

This distributor started out several years ago selling our seed in a very small way and has built up a reputation by putting out good pure seed until he now ranks among our largest dealers. I venture to say he is the largest distributor of watermelon seed in his state.

They will have another watermelon Festival, in June of next year.



THE ROYAL GOLDEN MELON—Variety No. 7

The outside color of Royal Golden is a deep rich orange yellow when ripe. Inside its flesh is a deep blood red very sweet and tender. It has light cream colored seeds. Until they begin to ripen the rind is a dark smooth green with a very rich glossy appearance. As they ripen they begin to get yellow in spots and the spots gradually enlarge until the entire melon is a deep orange yel-

low. They are then ripe and ready to cut. The vines are also golden yellow. Every grower who operates a roadside stand should plant some as they present a very beautiful appearance when placed among the green rind kinds. In size they run from twenty to forty pounds, and are among the early kinds in ripening. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

ANTHRACNOSE RESISTANT MELON 46-40, NOT YET NAMED VARIETY NO. 55

This is a new ANTHRACNOSE RESISTANT watermelon developed by the United States Department of Agriculture at their Breeding Laboratory in Charleston, South Carolina. It is my understanding it is a cross between the Garrison and Belgian Congo, the latter being ANTHRACNOSE RESISTANT. The rind is very tough, dark green with darker green stripe; flesh is bright red, medium grain, sweet, and ripens well out to the rind; matures in ninety days. Average weight 30 to 40 pounds.

Although this melon has not been named to date, it is being referred to as "CONGO," which may eventually be the name. Should the Charleston, South Carolina, Breeding Laboratory inform us of the name before our price sheet goes to press in September, you will find it opposite VARIETY NO. 55.

We believe this is going to be one of the leading shipping melons in a few seasons, as in our opinion it has very promising qualities. Our seed stock came direct from the Breeding Laboratory and is very limited.

So far as we know, this is the only melon yet to be developed in the United States that is ANTHRACNOSE RESISTANT, which in itself will make it highly in demand.



Anthracnose Resistant Melon, 46-40, Not Yet Named. Variety No. 55

Here's what Mr. W. E. Beatty, of La. has to say about this fine melon.

July 27, 1948

Willhite Melon Seed Farms
Poolville, Texas

Dear Miss Willhite:

During the past 25 years I have planted quite a few varieties of watermelons, including a number of your varieties from your seed. I have found all you said true as to name and description.

However until I planted your Mountain Hoosier, I had never known how good a watermelon could be. This is without a doubt the best all around melon I have ever seen, it has more quality and I think deserves the most prominent place in your seed book. People around here are amazed at its sweetness.

I intend to plant this melon until you get a better one.

Respectfully,
Signed: W. E. Beatty

New Handy Plant Tie



Say "goodbye" to unsightly twine and raffia, to needless work with shears. TWIST-EMS—strong dark-green "invisible" tapes with wire reinforcing—protect stems, permanently support annuals, perennials, vines, shrubs and vegetables. Grand for flower arrangement. Millions used by successful nurserymen, professional and amateur gardeners. Box of 125, 8 inch size, 35c

'TWIST-EMS'

MOUNTAIN HOOSIER—Variety No. 11
For description see page 21



THE SUGAR LOAF MELON—Variety No. 9

The Sugar Loaf is a long melon with a pea green rind, seeds are white and blood red flesh. It grows very large, often weighing more than one hundred pounds. They are very hardy and prolific. The quality is extra good. Flesh is fine grained, very tender and sweet. When they get a little overripe, instead of turning to water, as most others do, the flesh is grainy like sugar. It stands hauling well, the rind being thin and tough. You will find no hard hearts in this melon. It matures in about 80 days. We advise you to order these seed early as we have never been able to grow enough of them to supply the ever-increasing demand. See price sheet for prices. LIBERAL PACK-AGE, ANY VARIETY. 25c.



MOUNTAIN HOOSIER

VARIETY NO. 11

This is one of the very finest large growing red-fleshed varieties that we have ever seen. They will grow to seventy-five and eighty pounds. Its rind is a dark glossy rich green. Its flesh is deep red, very sweet and tender, the seeds are white with black rim and tip. It has a rather tough medium thick rind that will haul with the best of shippers. Under favorable conditions they ripen in eighty-five days. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

MOUNTAIN HOOSIER
Variety No. 11

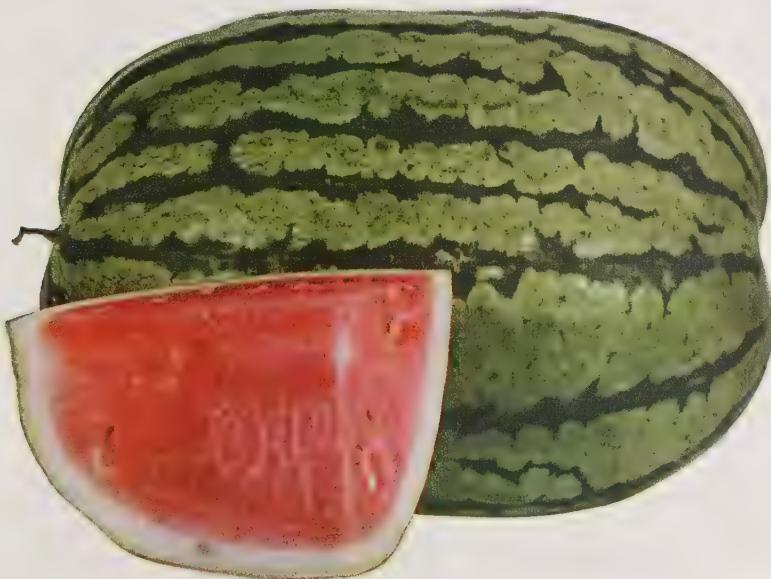
WILLHITE'S FAMOUS WATSON

Variety No. 24

See Full Description on Page 5

A WORD OF APPRECIATION

We have tried each year to raise the standard of quality of the seeds we grow and sell, and in the service that we can render to our merchant customers and the farmers of Texas and other states. We are constantly improving our melons, and each year we try to breed out any faults that may show in them. This is something that no one could afford to do that is growing for the market only. Our many years of experience in growing and breeding watermelons combined with the success we have had in both the melon and seed business, gives us the right to think that we are experts on the breeding and culture of the watermelon. In buying our seed you are getting the benefit of all that we have learned about melons in half a lifetime.



THE NEW CUBAN QUEEN

← MELON—Variety No. 22

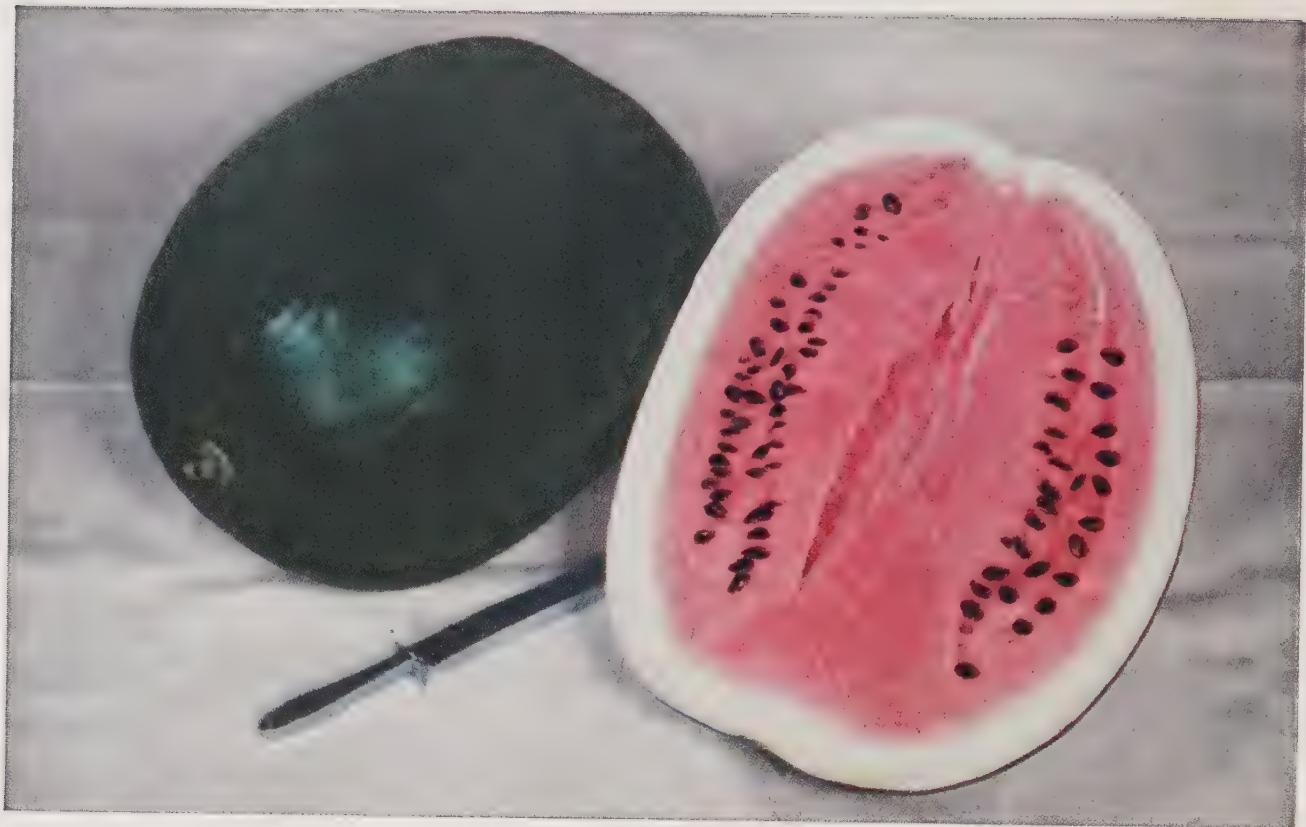
See Full Description on Page 26

In Presenting Our 27th Annual Catalogue
We Are Pleased to Furnish The
Following References:

Dun & Bradstreet — First National Bank

Merchant's & Farmer's State Bank

WEATHERFORD, TEXAS



CLARA LEE, FLORIDA GIANT, BLACK DIAMOND OR CANNON BALL Variety No. 17

Variety No. 17 is an improved strain of the above varieties and you positively cannot get better seed anywhere at any price, as there is none better. Our seeds cost several times as much to produce as do seeds usually sold by the average merchant. We could produce melon seed of any variety for less than half our present price but if we did the quality would not be there and they would come from all sizes and little regard would be paid to purity. Our melon seed would be cheaper than the common run of seed if we

charged you twice the price per pound. It takes but one pound per acre to plant the crop and on the average half dozen fair size melons will sell for enough to pay for the seeds and by planting good seeds you will raise many more marketable melons that will sell for more money than those grown from the low priced seeds. See price sheet for prices.

More about variety No. 17 on page 4. LIBERAL PACKAGE, ANY VARIETY, 25c.

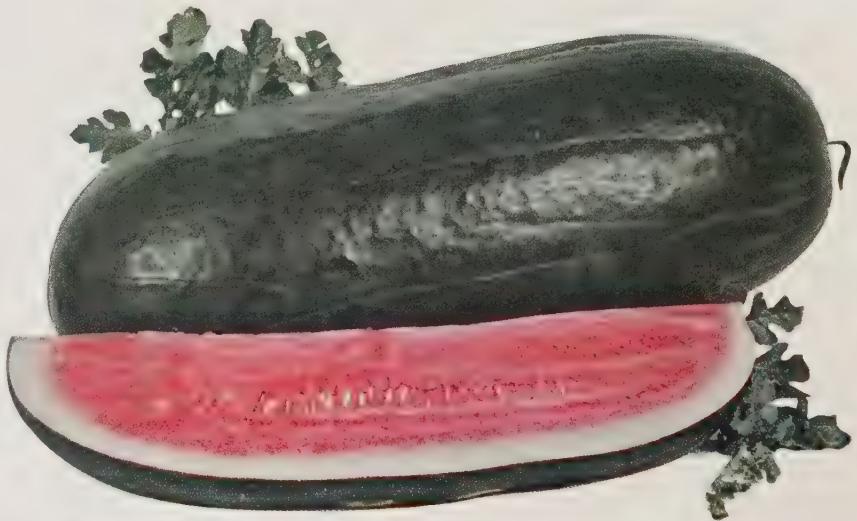
WILLHITE'S NEW WHITE SEEDED WATSON

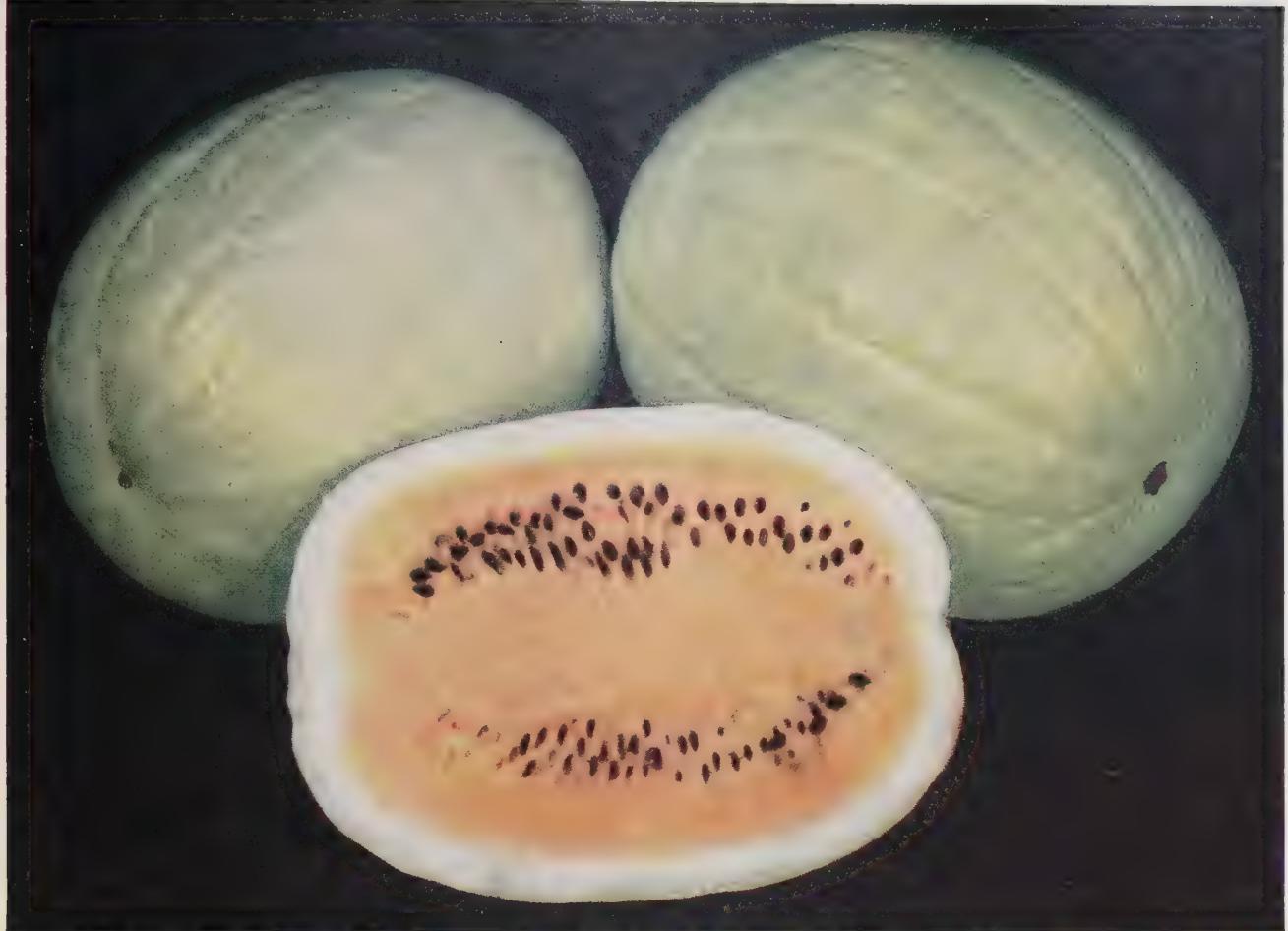
Variety No. 44

See Full Description on Page 8

SEED PER ACRE

We recommend one pound of seed per acre. There are 4,760 average seed to the pound. This will plant 303 hills twelve by twelve putting about 15 seeds to the hill, there being 43,560 feet in an acre. By putting enough seed to the hill and later thinning to two of the best plants to the hill, the outside plants will act as a protection to the inner plants, which often saves replanting the entire acreage. Thin when the plants have four leaves.





THE DESERT KING—Variety No. 1

THEY POSITIVELY WILL NOT SUN BURN

We have named this new melon the Desert King because of its remarkable ability to grow to perfection regardless of deficient rainfall. It seems to make little difference whether it rains or not. Once the plants are out of the ground it goes right on growing. It is round to slightly oblong. Its rind is a light pea green color. The flesh is deep rich golden yellow with jet black seeds. It is very sweet

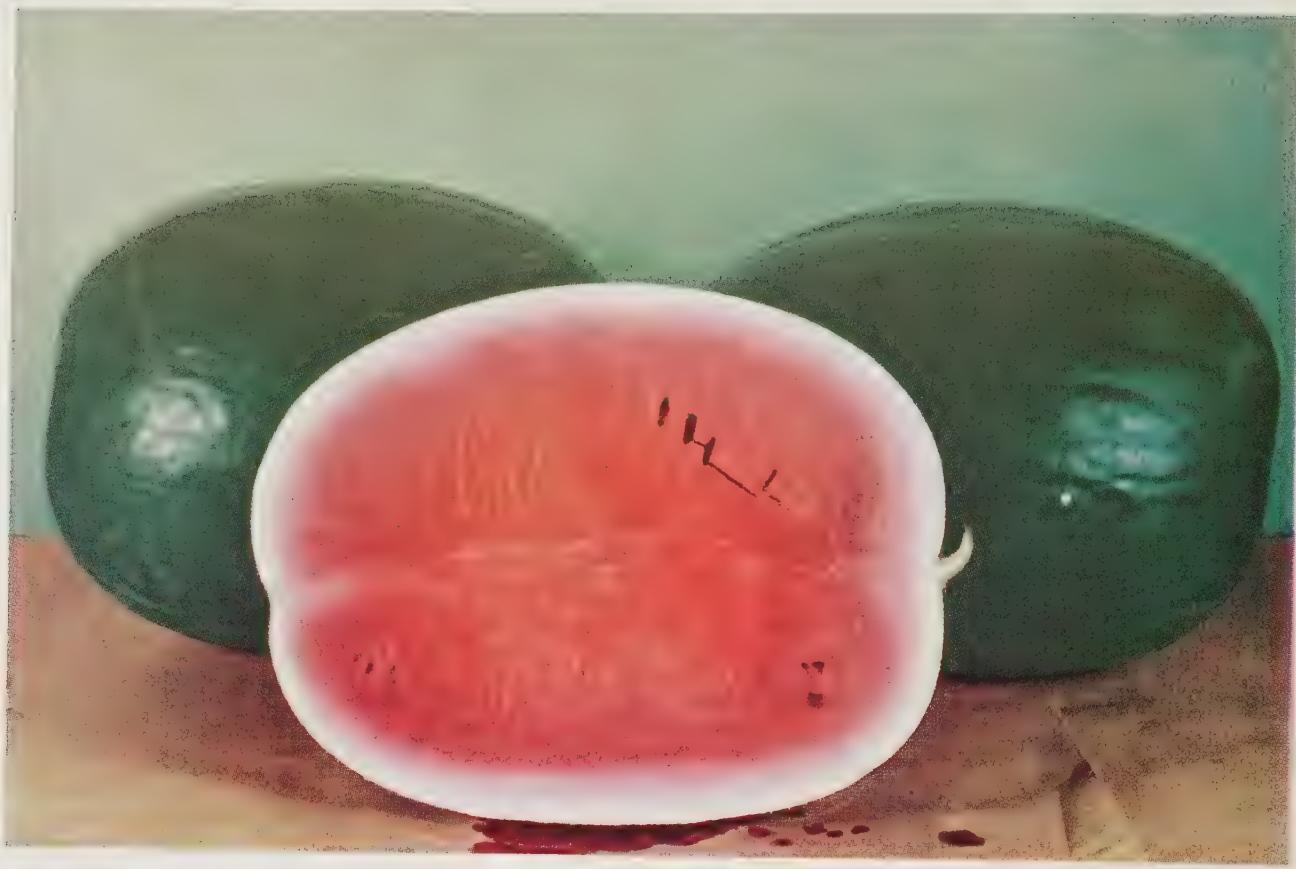
and tender inside. Its rind is medium thin and tough enough to stand hauling well. It is a medium late variety, coming along with the Florida Giant about eighty days after planting. It has the ability to lie on the vine a month or so after ripening and still hold its good qualities and remain free from sunburn. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



WILLHITE'S SUGAR PUMPKIN

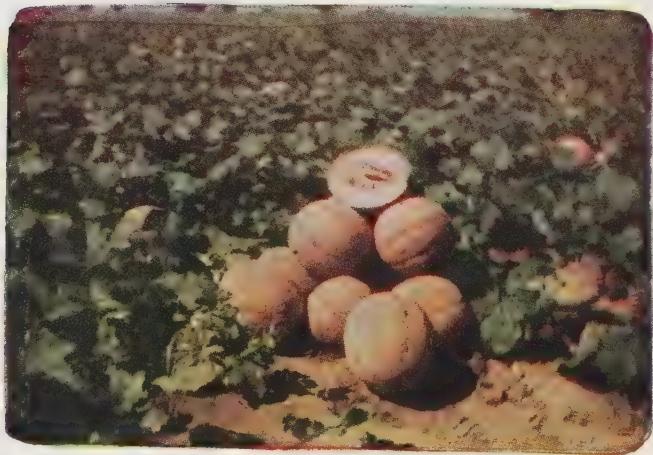
Variety No. 43

The best variety for general use. Of small handy size, but tonnage equals others. Fruits round, flattened at ends, 6-8 pounds, skin hard, smooth, somewhat ribbed, deep orange; flesh thick, sweet and dry, of bright orange color and high quality. Sometimes called New England Pie. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



TEXAS GIANT—VARIETY No. 10

See Page 25 for Full Description



TEXAS RESISTANT CANTALOUE NO. 1

(See page 34 for full description)

THE MILES WATERMELON Variety No. 54

(A New Wilt-Resistant Variety)

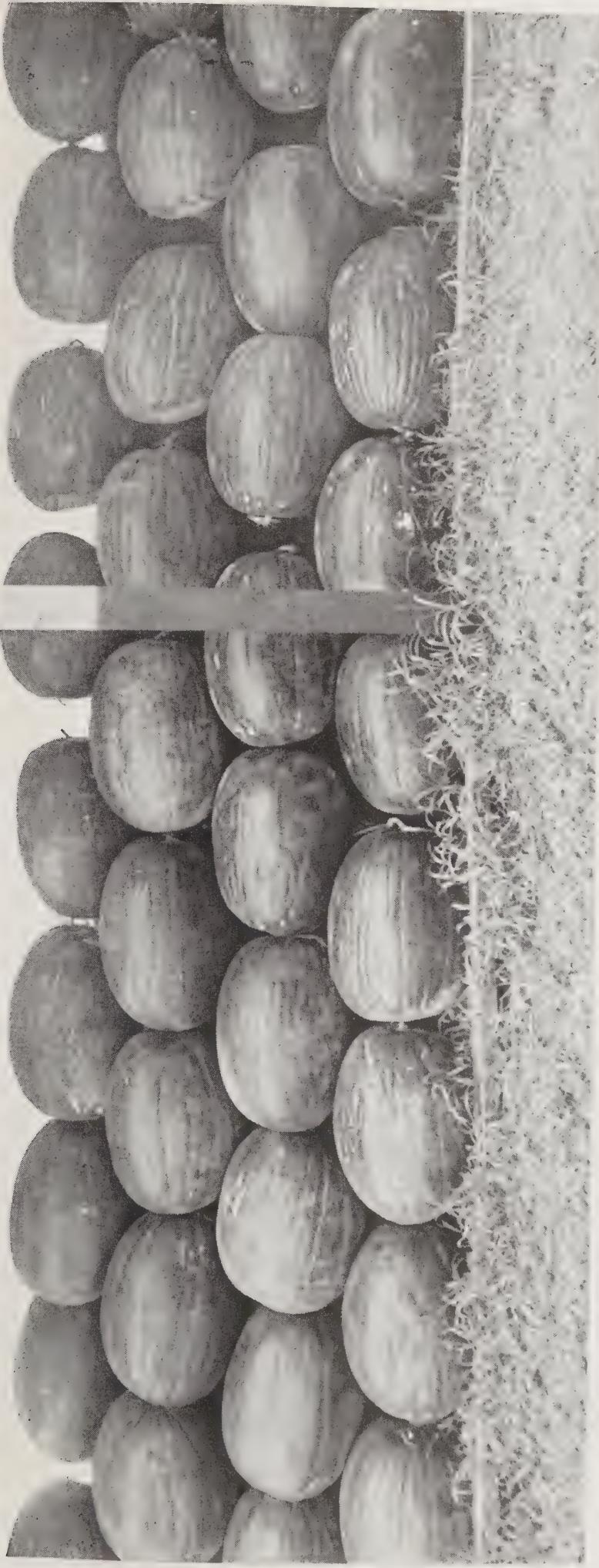
This is our first year to grow this new melon which was released last year. It is a cross between Dixie Queen (susceptible) and Klondike R-7 (resistant). It was developed by Mississippi Experiment Station and West Tennessee Station. Dr. L. E. Miles was in charge of the breeding work in the state of Mississippi and the variety has been named for him. The seeds are white and about the size of those of the Dixie Queen (approximately 400 per ounce). Flesh bright-red with smooth texture, no white or hard hearts, and the flavor is

excellent. The rind is bright-green, with somewhat darker green stripes and occasional almost greenish cream mottling and is thin and tough and apparently will stand shipping if care is exercised in handling. Fruits are oblong, similar to Florida Giant variety. Under favorable conditions they will average from 20 to 43 pounds. If large size is desired pruning may be necessary since the variety is very prolific. It has the same ripening season as the Dixie Queen and has an exceptionally high sugar content.

Don't fail to try a few of these seeds. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



The Miles Watermelon—Variety No. 54

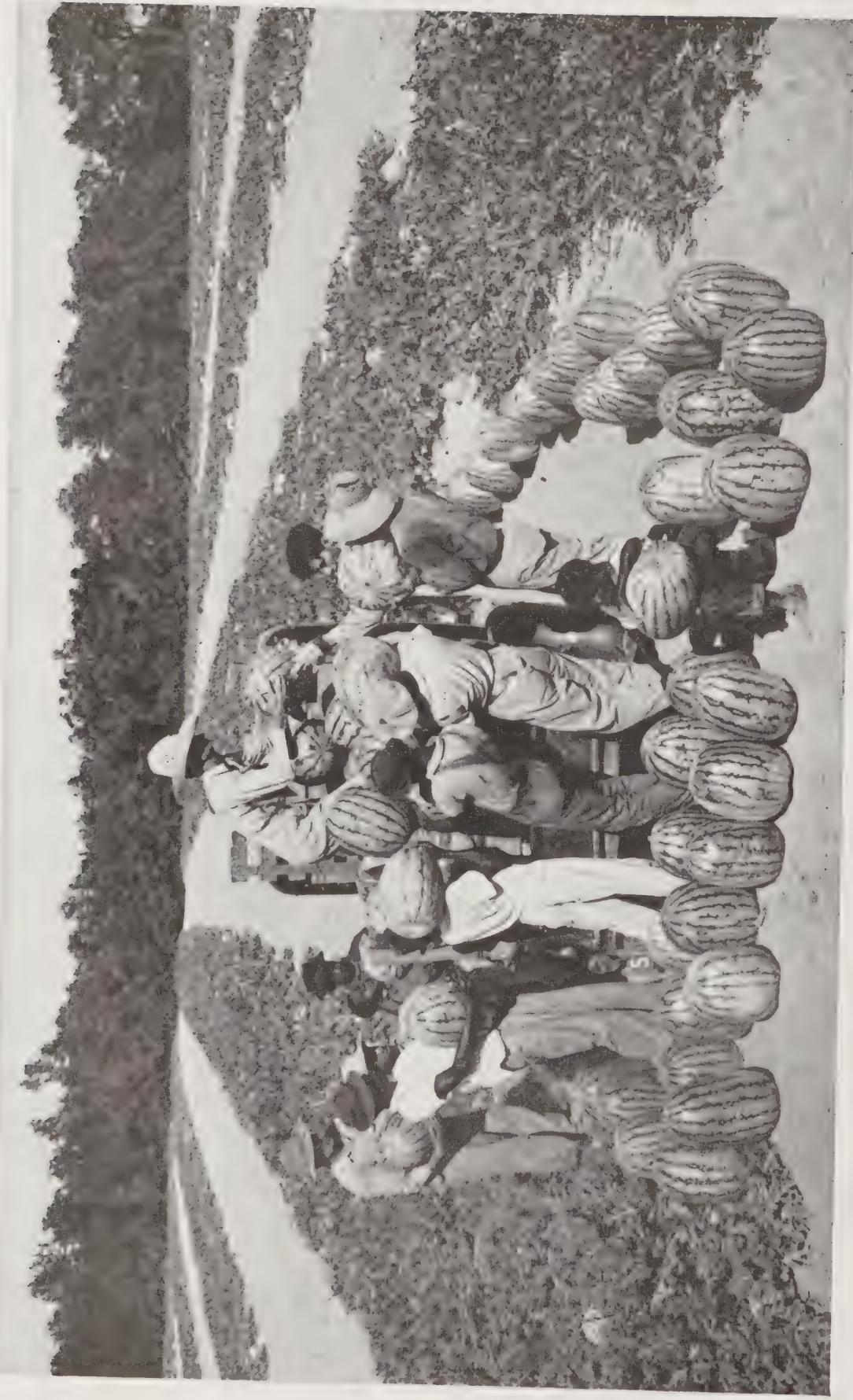


TEXAS GIANT—Variety No. 10

See another photograph on front cover, page 1.

This melon has created a mild sensation here among melon growers. We have produced the enormous amount of thirty tons per acre from our seed fields. Hundreds of those melons weighed up to seventy-five pounds each and many of them weighed up to ninety-five pounds. It is a nearly round melon with nearly flat ends. Color of rind is a very dark bluish green. Its skin is a very smooth, even color. It has grayish black seeds and deep blood red flesh. It is, when fully ripe, free of stringiness, very crisp and tender and well flavored and sweet. Its rind is medium thick, very tough and hard. It looks very much

like the Clara Lee or Florida Giant, but the flesh is finer texture than the Clara Lee. Vines grow very vigorous and they load up quickly with fine smooth neckless melons. It ripens along with the Clara Lee and its quality is much better. Like the Florida Giant, it must be allowed to stay on the vine until it is fully ripe, then they are really good. It will stay on the vine for weeks after it is ripe, and still cut good. There is none better as a shipper. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



THE NEW CUBAN QUEEN—Variety No. 22

This is a highly improved strain of the old Cuban Queen. It is not so long as the old one; it is slightly oblong and grows very large; many of our seed melons weighed up to 80 and 90 pounds. Flesh is a very bright red, and seeds are extremely small and are white. Rind is a light green with a darker mottled stripe, presenting a very beautiful

appearance. This melon is mostly heart and it ripens clear through with no hard centers. Its quality is superfine in every respect. It has medium thin rind and is tough enough to ship anywhere. A medium early melon, maturing in about eighty days. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



THE NEW CUBAN QUEEN MELON—Variety No. 22

(See pages 21 and 26 for full description)

In order to extend you more efficient service, we have established a branch office at 702 West Josephine Ave., Weatherford, Texas (mailing address—P. O. Box 85) where you may telephone 980, at any time day or night, for your rush orders.



THE WONDERMELON OR BLUE WONDER—Variety No. 16

This is a different melon from the Willwhite Wonder. It is quite similar to the Improved Kleckley Sweet, but grows very much larger and its flesh and rind is firmer. A very fine variety from every viewpoint. It has a green-black color and is exceptionally handsome in appearance. They grow up to sixty pounds and mature in about eighty days. This melon is one of the best sellers for local markets of all the red flesh varieties. They

are vigorous and prolific, also very productive, grows great quantities of big fine dark glossy green melons. The rind is rather thin, but reasonably tough to insure good carrying for short hauls and any market that receives this melon will sell to good advantage. It grows long and thick, seeds are white, flesh deep blood red, juicy and sweet. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

KEEP THIS CATALOGUE

Be sure to keep this catalogue for future reference. Even after your seed supply has been ordered there will be times when you will wish to

consult it. You may have friends and neighbors who do not have a catalogue and who will appreciate the favor of being allowed to use yours.



THE WILLHITE WONDER MELON—Variety No. 21

The Willhite Wonder is a medium long melon with block ends. Color of rind is a beautiful dark shade of green. When young it shows a distinct stripe of irregularity, but as they ripen this stripe disappears almost completely. The rind is tough enough to stand hauling well. They grow to enormous size, often weighing up to ninety pounds. Vines grow rank and vigorous. We often have them grow to cover middles twenty feet wide and have grown as much as thirty-five tons per acre that average

sixty pounds each. It resembles the Russell's Improved very closely. Has seed from white to light brown mottled color. Its flesh is red, very sweet and tender with the delicate flavor of Improved Kleckly Sweet. Do not confuse this melon with Wondermelon or Blue Wonder as is so easily done when making out your order for seed. Be sure to give variety number 21 on order blank. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

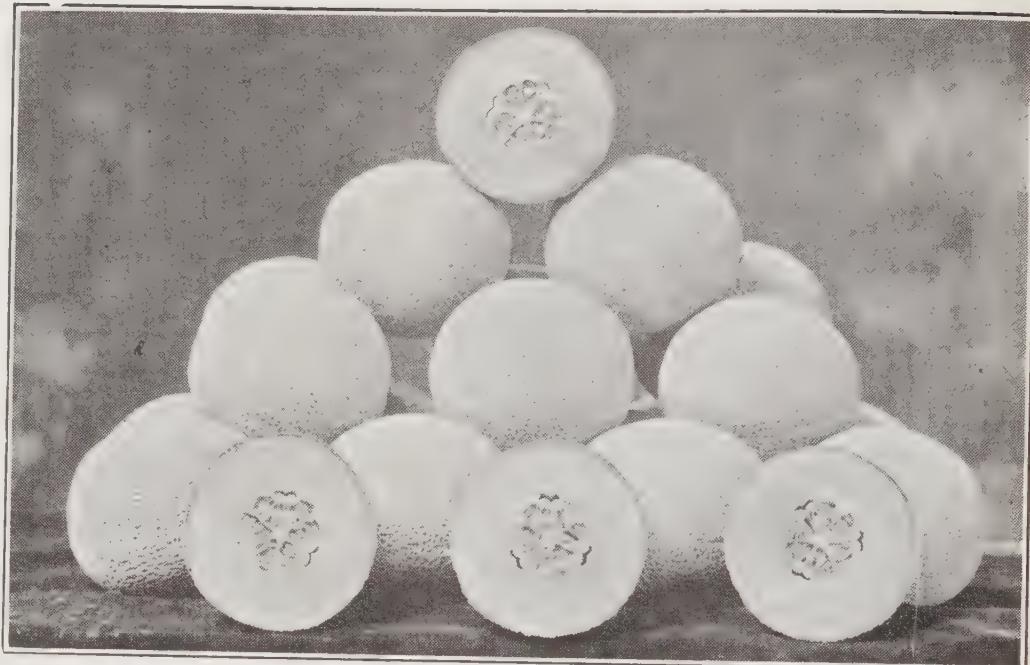
Insist on Willhite Seed. You Will Appreciate the Difference.

"Good Pure Seed from Grower to Grower"

**PERFECTED
PERFECTO
CANTALOUPE**

Variety No. 33

The Perfecto ripens evenly and for a long period; melons run fairly large, up to twelve pack Jumbo flat, very uniform in size; coarse, solid heavy net, being perfect in appearance. The flesh is a very dark salmon color, fine grained and of excellent flavor; the seed cavity averages much smaller than any other Rocky Ford varieties, the rich colored flesh extending to the rind. The vines make an extra strong vigorous growth, and are highly disease resistant. Due to this fact, hills should be spaced further apart than other cantaloupe varieties. For late maturing melon, we urge you to plant the



PERFECTED PERFECTO CANTALOUPE

Perfected Perfecto, and we are positive that a trial will be convincing. Our stock comes direct from Rocky Ford, Colorado. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

CANTALOUPE CULTURE

We recommend one pound of seed per acre, spacing the hills 6 or 8 feet each way, the land being a medium sandy loam, cultivating deep with the first plowing, gradually getting shallower with each cultivation as the vines grow larger. Cultivate often, keeping the field free of weeds at

all times. Plant 12 or 15 seeds to the hill and thin to the 2 healthiest plants when they have 4 or 5 leaves. Cover seeds about 2 inches, waiting until all danger of frost has passed in your locality before planting, unless you are using Hotkaps and, if you are, you can plant from two to three weeks earlier.



**SCHOON'S HARD SHELL
CANTALOUPE—Variety No. 50**

Large growing hard shell cantaloupe, weight from 3 to 4 pounds. Slightly oval, faint ribbing with abundant coarse netting; skin grey green, becoming pale yellow at maturity, tough and hard; flesh deep salmon, medium thick, fairly solid, juicy, good quality. Very dependable home garden and local market type; not suitable for long distance shipping. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



OLD TIME TENNESSEE MUSK MELON—Variety No. 30

The Tennessee Muskmelon, shown above, is one of the largest, if not the largest muskmelon grown. We grow them here on our farms to weigh upwards of forty pounds each. They are long and corrugated, exceedingly fine flavored and are so smelly that one can be easily found in the dark. Our seed for this type was obtained from Tennessee, where they are planted widely for home and

local market. We have still another type of this muskmelon, which has all the characteristics of the larger type with the exception of size and shape, it being round and will not grow to exceed four or five pounds in weight. Both types are very popular wherever grown. See price sheet for prices.

LIBERAL PACKAGE, ANY VARIETY, 25c.

FOR REAL EARLY CANTALOUPES, TRY PLANTING A FEW UNDER HOTKAPS

See page 35



HONEY BALL MELON—Variety No. 34

A cross between Honey Dew and Texas Cannon Ball, has a very heavy thick flesh with spicy flavor, keeps well, is a good shipper, fruits round, 3½ pounds; about 5 inches in diameter, smooth

with fine traced netting, flesh grey-green in color and is in the best condition for eating when the rind will give under pressure of the thumb. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.



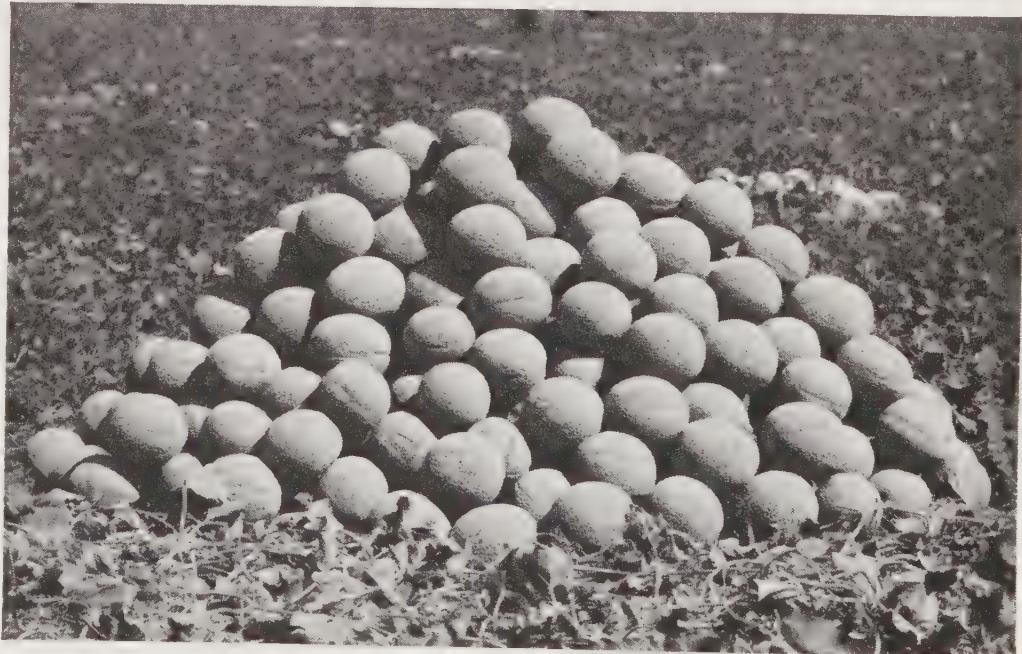
MILDEW RESISTANT NO. 45 CANTALOUPE—Variety No. 32

The vines of this introduction are entirely free of any mildew and highly disease resistant. In some fields for a comparison and test purposes, other Rocky Ford varieties were planted by the side of the Resistant. In these fields the non-resistant strains were immediately killed by mildew, while the Resistant intertwined with them showing no mildew infection whatever. The production and shipping qualities are due to the fact the No. 45 must be picked on a FULL SLIP and will then carry to the far distant markets, arriving in perfect condition. It has won its fame for being the most popular of the Mildew Resistant Strains;

in other words, as a shipping melon, it is unexcelled. The No. 45 has a thick salmon colored flesh; is well flavored. However, the flesh is not as fine grained, neither is the flavor equal to that of the Improved Hale's Best Strains. They run largely to the Jumbo type. The melon has a reasonably small seed cavity and is perhaps one week later in maturing than the Hale's Best. If you want a melon with proven shipping and carrying qualities, a melon that MUST be VINE RIPENED, we advise giving the Mildew Resistant No. 45 a trial the coming season. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

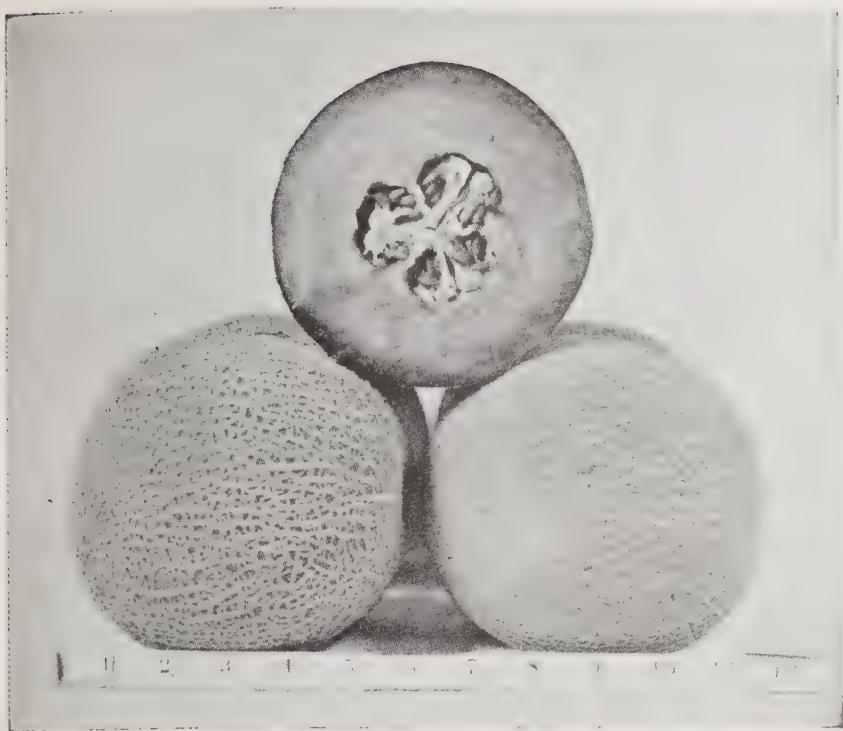
NEW IDEAL CANTALOUPE— Variety No. 28

Another improved strain of the Hale's Best. By careful selection this improved strain of Hale's Best has become another of the outstanding melons in districts where a large uniform early melon is desired. On an average, they produce within eighty days from date of planting. Have an unusually healthy vigorous vine and very prolific. The melons run strong to jumbo in size and oval in shape; practically all solid net; the flesh is a deep salmon color; has an excellent flavor, small seed cavity and fine shipper. We strongly urge you to give this melon a trial and feel confident you will be more than pleased with the appearance, uniformity, size and yield at harvest time, due to the fact it is



adapted to nearly all melon growing districts in the county, where a Jumbo melon is preferred. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

HALE'S BEST
Variety No. 36



We believe this to be the best early shipping cantaloupe that has yet been introduced. It ripens in eighty-five days, highly flavored, beautiful solidly netted, little if any suture and no ribs. The rich spicy salmon flesh is deep fine grain and holds up well for long distance shipping. Fruit $2\frac{1}{2}$ to 3 pounds, very uniform in size, have slightly oval shape. Wherever cantaloupes are grown, we recommend this melon to the melon growers, for north where the seasons are short; for the south to be the first on the market with a real good cantaloupe. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

POLLOCK 10-25 ROCKY FORD—Variety No. 35

We consider this the finest strain of Rocky Ford to be had. We obtained our planting seed direct from Rocky Ford, Colo., the home of this cantaloupe. Our strain is absolutely pure. Ours is known as the gold-lined No. 10-25. This melon was first introduced a few years ago in a commercial way and has proven generally satisfactory; you will make no mistake in ordering the seed for your commercial crop. See price sheet for price. LIBERAL PACKAGE, ANY VARIETY, 25c.



CUSTOMER'S NOTICE

If full amount of postage charges are not sent along with order, we will deduct the amount of

such carrying charges from amount of seeds ordered as we do not pay these charges.



COLORADO CUCUMBER—Variety No. 37

Grown in our garden this season weighing three pounds, measuring 13 inches long and 1½ inches around, perfect shape, they were planted where an old chicken house had been. They received the benefit of well-rotted chicken droppings, which has proved to be the best fertilizer possible for use on them. We have never before seen so many cu-

cumbers grown on one small plot. Even in fruit as large as the above the seed remained small and tender, due to the variety, quick growth and heavy production. Don't fail to order at least a twenty-five cent package of this seed, which contains one ounce of seed. See price sheet for prices. LIBERAL PACKAGE, ANY VARIETY, 25c.

TEXAS RESISTANT NUMBER 1 CANTALOUPES—Variety No. 46 Picture on Page 24

Aphids and Downy Mildew Resistant Cantaloupe was developed by Dr. S. S. Ivanoff of the Texas Agricultural Experiment Station at Winter Haven. It is a cross of the Rocky Dew, from West India, and Hale's Best. The vine is stout and vigorous but not unusually large. It has dense foliage which covers the fruits well and protects them from sunburn. The leaves are thick and of a characteristic shape and color unlike those of the common Hale's Best strains. The persistence and longevity of the vines are unusual and the plants will remain green long after the vines of the Hale's Best strains have dried up, even in the absence of disease and insects. Following the removal of the first fruits, the vines still have the appearance of full vigor and commence setting fruit again. Drought and unfavorable soil conditions affect the vines very little.

The fruit is a desirable size, about 4½ to 5½ inches in diameter. It is larger when ripe in the

spring than in the fall. The netting is moderate, the rind firm, and the fruits have withstood shipping when harvested in the full slip state but not fully ripe. The flesh is rich salmon color and of fine firm texture. The seed cavity is rather small, seeds compact and few in number. The flavor is sweet and slightly musky. Matures in about 85 days on early plantings and 60 days on late plantings.

Yield. The variety is prolific, and even in the absence of downy mildew or aphids has outyielded Hale's Best varieties. It has always produced a good crop, sometimes at the rate of over 500 bushels of ungraded cantaloupes per acre when planted in season, either in spring or fall. In addition to aphid, powdery and downy mildew resistance, the cantaloupe vines have shown considerable resistance to the melon worm. See price list for prices. LIBERAL PACKAGE, 25c.

INSTRUCTIONS FOR USING HOTKAPS

For Best Results Read Carefully

Set the HOTKAPS over seed or plant at time of planting. In dry soil, see that there is plenty of moisture in the ground before planting.

Do not set a HOTKAP in a basin or depression where water can settle. If this is done the water will have a tendency to weaken the side walls of the HOTKAP. Wherever possible, it is always best to set the HOTKAP on a slight slope so that the soil around the HOTKAP is well drained. This

can also be done by running a small furrow along one side of the HOTKAP.

We recommend the use of the HOTKAP Setter in connection with the setting of the HOTKAPS, as it will enable you to place the HOTKAP properly so that the greatest amount of efficiency will be obtained from them, also it speeds up the work of setting.

THE SETTING

To secure best result follow these instructions carefully



First place Hotkap in Setter. Press Hotkap against sides of Setter over plant or seed.



Now cover flange protruding from Hotkap Setter with soil, thoroughly but lightly with your trowel.



Lift Setter from Hotkap. Plant is now protected from adverse weather and also from insects.

THE VENTILATION

In using HOTKAPS over plants that you have transplanted from seed beds, see that your ground contains sufficient moisture. We do not recommend ventilating the HOTKAPS at the time they are placed over the plants.

The HOTKAP is used to insure warmth as well as protecting your plants, and if ventilation is used it defeats this purpose. However, if you think climatic conditions at the time of planting require ventilation for the plant, a slit one to one and a half inches may be cut on the south side of the HOTKAP. This can be quickly accomplished by using a small sharp pointed knife wired to a stick.

When seed is planted directly in the field the HOTKAP should not be ventilated until such time

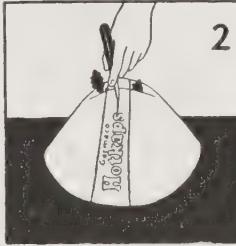
as the seed has grown to a well established plant. We recommend very careful observation of the condition of your plants before ventilating according to instructions in foregoing paragraph.

HOTKAPS are used for late growing crops to protect plants from the intense heat of the sun. This is accomplished by cutting a hole one inch in diameter on opposite sides of the HOTKAPS. (Stack a number together in order to save time when cutting.) This allows a circulation of air, retards the wilting of the tender plants when set into the field and keeps a mulch around them, thereby creating perfect growing conditions and forcing maturity.

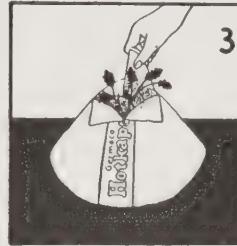
OPENING UP HOTKAPS FOR THE GROWING PLANT



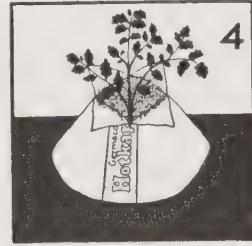
(Fig. 1) Use a small sharp-pointed knife and cut a slit across top of Hotkap about four inches long.



(Fig. 2) As soon as plant is crowding Hotkap, cut another slit in opposite direction the same length.



(Fig. 3) Now that the plant has outgrown the Hotkap, pull the four sections of the Hotkap away from the plant so that it can grow naturally through the Hotkap.



(Fig. 4) Do not remove Hotkap from plant. Let the plant grow away from it and while it remains it will afford protection to the base of the plant.

Flower growers will find Hotkaps most helpful in protecting the young plants as they protect them from hail, adverse weather conditions, insects and maintain a perfect mulch around the plant.

They may be used with practically any crop that needs protection, especially suited for toma-

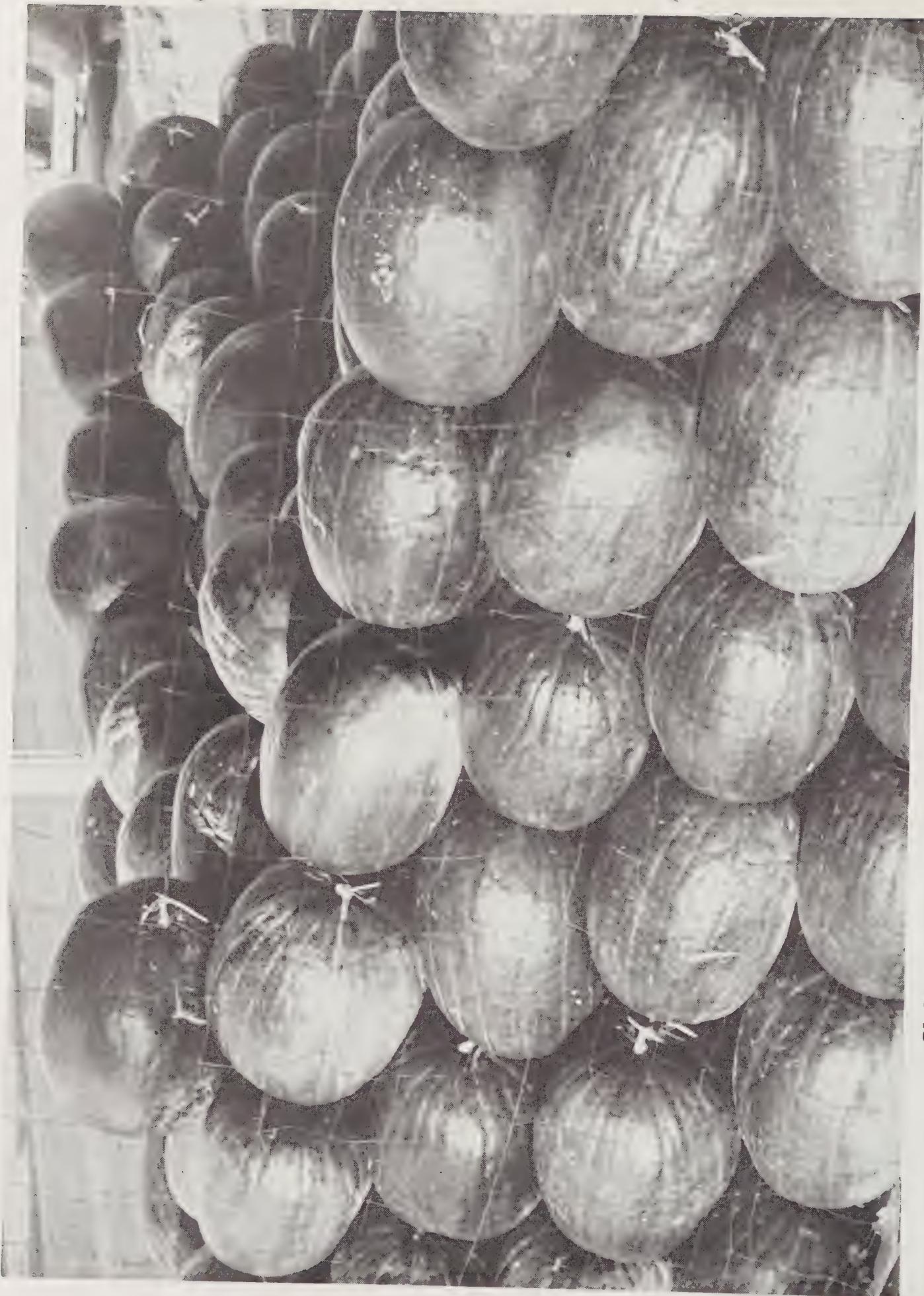
toes, cucumbers, melons, squash, pumpkins; and also peppers, beans, corn, eggplant, lettuce, radishes and strawberries.

Remember your Hotkap protects your plant from not only adverse weather but also insects.



	Ship. Wt.
25 Hotkaps with setter	\$ 0.65
100 Hotkaps with setter	2.40
250 Hotkaps with setter	4.40
1,000 Hotkaps without setter	12.25
5,000 Hotkaps (per 1,000)	12.00
10,000 Hotkaps (per 1,000)	11.75
Fibreboard setters, each20
Steel Setter, each	1.75

All prices F.O.B. Poolville, Texas



CLARA LEE—Variety No. 17, averaging 70 to 85 pounds.

(See pages 4 and 22 for description)



WILLHITE'S 1949-1950 RETAIL PRICE SHEET

TO OUR CUSTOMERS—You will notice on the prices listed below that we only have seed of some varieties to sell in 25c packages and will not have enough of those to last the season through, so please do not order these items in any amount larger than 25c pkgs. We had the largest acreage of seed grown this season that we have ever had, but due to adverse weather conditions early in the spring and the heavy demand, we are practically booked out on several items, however, we have a full stock of the leading varieties. Our seeding has not been completed as yet, it will probably be as late as December 15th, before all seed are processed, tested and in the warehouse. We are getting this book out early so you can get your order in before our stock is depleted further on the variety you may select, as some of you will remember you did not get the varieties you wanted last season. If you select some item that is not ready for shipment now your order will be booked and shipped as soon as the seed are ready. We strongly advise getting your order in early.

SPECIAL NOTICE—All seed we ship out this season will be treated with Spergon Seed Treatment without additional cost, but don't forget to order Spergon for your other planting seed.. We will place your seed in 1-2-3-4-5-6-7-8-9-or 10 pound sealed bags at 15c per pound additional. This will assure you that your package has not been tampered with in transit. This is especially good where several parties are ordering together.

WATERMELONS

Variety No.	Spergon	Treated	Per Pound	Plus Postage
1—Desert King (yellow).....	"	"	\$2.50	" "
2—Texas Golden (orange flesh) Supply Short.....	"	"	25c pkg. only	
4—Tendersweet (yellow)	"	"	\$2.00	Plus Postage
5—Queen of Parker (yellow)	"	"	\$2.00	" "
27—Willhite's Yellow Watson	"	"	\$2.50	" "
51—Willhite's Yellow Flesh Black Diamond.....	"	"	\$2.50	" "
47—The Ice Box Melon (red, orange or white flesh).....	"	"	\$2.50	" "
7—Royal Golden (orange rind)	"	"	\$2.50	" "
8—Hawksbury or Gray Shipper (Wilt Resistant).....	"	"	\$2.50	" "
9—Sugar Loaf	"	"	\$2.50	" "
10—Texas Giant	"	"	\$1.75	" "
11—Mountain Hoosier	"	"	\$2.50	" "
12—Halbert Honey	"	"	\$1.75	" "
13—Irish Grey Supply Short	"	"	25c pkg. only	
15—New Stone Mountain..... Supply Short	"	"	\$2.50	Plus Postage
16—Wondermelon or Blue Wonder.....	"	"	\$1.75	" "
17—Clara Lee, Florida Giant, Black Diamond, or Cannon Ball..	"	"	\$1.75	" "
17—Willhite's Certified Black Diamond—in 1-lb. bags.....	"	"	\$2.25	" "
10 pounds or more, in 5-lb. bags.....	"	"	\$2.00	" "
18—Improved Jumbo Triumph..... Supply Short.....	"	"	\$3.50	" "
19—Wilt Proof Kleckley No. 6.....	"	"	\$1.75	" "
21—Willhite Wonder	"	"	\$2.50	" "
22—New Cuban Queen	"	"	\$2.50	" "
23—Willhite's Blue Rind Watson	"	"	\$2.50	" "
24—Willhite's Famous Watson	"	"	\$2.00	" "
26—Willhite's Spotted Watson or Cletex.....	"	"	\$2.00	" "
39—Early Kansas (brown seeded)	"	"	\$2.00	" "
44—Willhite's White Seeded Watson.....	"	"	\$2.50	" "
45—Blacklee (Wilt Resistant)	"	"	\$2.00	" "
48—Garrison or Coker	"	"	\$2.50	" "
52—Missouri Queen (Wilt Resistant)	"	"	\$3.00	" "
53—Graystone (All American Winner)	"	"	\$3.00	" "
54—The Miles Melon (New Wilt Resistant Variety).....	"	"	\$3.50	" "
55—Anthracnose Resistant Melon 46-40.....			4.00	" "

BE SURE TO READ LOWER HALF OF PAGE 41 BEFORE PLACING YOUR ORDER

There will be one ounce of all watermelon seed in each 25c package, but when ordering $\frac{1}{4}$, $\frac{1}{2}$ or $\frac{3}{4}$ pound of any variety, add 15c additional to the pound price on each package. For example, if the item ordered is \$2.00 per pound and you wish to order $\frac{1}{2}$ pound send \$1.15 plus postage for the $\frac{1}{2}$ pound of seed.

We pay postage when only 25c packages are ordered. Should your order include as much as $\frac{1}{4}$ pound of any variety of seed other than 25c packages, you pay postage on the full amount. If too much postage is sent, same will be refunded to you in postage stamps in your package of seed, wrapped in wax paper.

WARRANTIES—The Willhite Melon Seed Farms gives no warranty, expressed or implied, as to the productiveness of any seeds it sells and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed.

"GOOD PURE SEED FROM GROWER TO GROWER"

WILLWHITE MELON SEED FARMS, POOLVILLE, TEXAS
BRANCH OFFICE, WEATHERFORD, TEXAS

WILLHITE'S 1949-1950 RETAIL PRICE SHEET

TO OUR CUSTOMERS—You will notice on the price sheet listed below that we only have the Tennessee Muskmelon in both the large oblong and smaller round type for 25c packages which contains $\frac{1}{2}$ ounce of Spergon treated seed, on all other varieties of cantaloupes you get 1 ounce of seed in a 25c package. We are short of the Tennessee Muskmelon and want to accommodate as many of our customers as possible by cutting the amount in order that they will go further. We have been out of this item for several years which has been very disappointing to our customers who know what they are. See top of page 31.

SPECIAL NOTICE—All cantaloupe seed we ship out this season will be treated with Spergon seed treatment and can be packed in 1-2-3-4-5-6-7-8-9 and 10 pound sealed bags at 15c per pound additional, just the same as your watermelon seed if you wish. We are strongly in favor of this special packing and think it well worth the price.

CANTALOUPES, PUMPKIN, GOURD, CUCUMBER

VARIETY NO.	SPERGON	TREATED	PER POUND	PLUS POSTAGE
28—New Ideal	"	"	\$1.75	" "
32—Mildew Resistant No. 45.....	"	"	\$1.75	" "
33—Perfected Perfecto	"	"	\$1.75	" "
34—Honey Ball	"	"	\$2.00	" "
35—Pollock 10-25 Rocky Ford (Gold Lined)	"	"	\$1.75	" "
36—Hale's Best No. 36	"	"	\$1.75	" "
46—Texas Resistant No. 1.....	"	"	\$1.75	" "
50—Schoon's Hard Shell	"	"	\$2.00	" "
30—Tennessee Muskmelon	"	"	$\frac{1}{2}$ oz. 25c Prepaid	
49—Ornamental Gourd	"	"	\$2.00 Plus Postage	
37—Colorado Cucumber $\frac{1}{4}$ lb. 75c; $\frac{1}{2}$ lb. \$1.35; 1 lb.....	"	"	\$2.25	" "

Read carefully the first paragraph below the listing of watermelon seed on opposite page before making out your order for less than a pound of cantaloupe seed (other than 25c packages). The same applies to cantaloupes as well as watermelons.

AMERICAN BEAUTY DUSTERS—See page 38 for description. Price \$30.00 postpaid.

BLACK LEAF 40—See page 39 for prices F.O.B.

HOTKAPS—See bottom page 35 for prices F.O.B.

TWIST-EMS—See bottom page 19 for prices F.O.B.

ENDOPest—See top page 42 for prices F.O.B.

ENDOWeed—See top page 42 for prices F.O.B.

SPERGON SEED TREATMENT—See bottom of page 42 for prices F.O.B.

THANKS—Again we thank each and every customer who has favored us with an order. Also the ones who have been kind enough to lend our catalogue to their neighbor or friend and saying a good word for our seed. If you have a friend that is a grower of watermelons, we will be pleased to send him a catalogue if you will send in his name and address to either the Poolville or Weatherford, Texas office.

WARRANTIES—The Willhite Melon Seed Farms gives no warranty, express or implied, as to the productiveness of any seeds it sells and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed.

"GOOD PURE SEED FROM GROWER TO GROWER"

**WILLHITE MELON SEED FARMS, POOLVILLE, TEXAS
BRANCH OFFICE, WEATHERFORD, TEXAS**

THE PICKLE WORM OR MELON WORM

This pest seldom reaches any important stage in any area north of Missouri, but south of that line, it is often a difficult problem. It confines its work largely to Squash, Cantaloupe and Cucumber. The adult of this pest is a beautiful moth, with a wing spread of about one inch, brownish in color with a semi-transparent area in the middle of the wing. The melon worm may have three or four generations per year, requiring about a month to pass from the egg to adult stage. It lays small, flat elliptical white eggs, mostly on the blossoms, blossom buds or tender tip growth. Hatching in three to five days the young larvae soon begin their work. Although the damage of the young caterpillars may be considerable to the foliage and blossoms, the greater damage occurs to the fruits;

as they become more mature, they bore into the melon, feeding as they bore. Since this is true, arsenical sprays are of very little value, contact poisons, such as nicotine, are also of little value. Therefore, naturally the preventive methods are most effective. The moths being strong fliers rotation of crops is almost futile. But destruction of infested fruits helps throughout the season and prompt destruction of vines and immature fruits after the crop has been gathered will reduce the number of moths to appear next season. Deep plowing during the fall and early winter will destroy many of the hibernating pupae. The above described predatory pest may be known in your particular section as the Cantaloupe Borer.



TEXAS GIANT—Variety No. 10

Here's what one of our good customers, from the state of Missouri, has to say about the "Texas Giant."

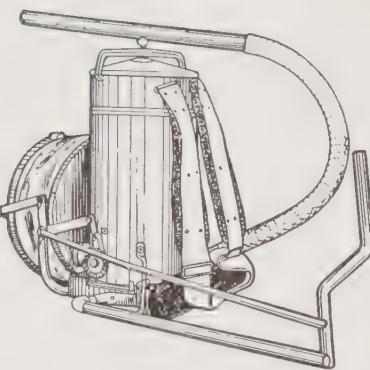
The Texas Giant melons we grew in 1948 were the best quality melons we have grown in 61 years of producing watermelons. They will sell

themselves on any market. I guarantee all melons sold. One buyer purchased 306 melons weighing 12,315 pounds.

Yours truly

See pages 1, 24 and 25 for color photo and full description

AMERICAN BEAUTY DUSTER



Carried like a knapsack and operated by one man, the 600 - cubic - inch bellows, operated by right hand, develops largest cloud and most powerful blast of any one man duster; power to drive cloud over 25-foot tree, or entirely through large citrus

tree; volume to cover full grown, bush-type grapevine at one blast; cloud under complete control so no dust is wasted between plants or rows. A 30-inch, wire-inserted, flexible rubber hose permits direction of cloud with ease and at will; two 18-inch lengths of tubing permit operator to reach low-growing plants without stooping; a spreader, when attached to the end of tubing, directs cloud up underneath low-growing plants. Entire top lifts off for easy filling and accessibility for repairs; all parts being interchangeable, worn or broken parts may easily be replaced by operator. Although we do not carry a complete stock of parts, we will be pleased to order parts for your machine if you will send us the number of the broken or worn out part with the model number of your machine. This Duster has a hopper capacity, 15 pounds; net weight, 17½ pounds; shipping weight, 23 pounds. We have them at standard price, \$30.00, prepaid.

FERTILIZER

If you use commercial fertilizer, use about 100 to 125 pounds per acre, distributing it from one end of the row to the other, by the use of a fertilizer distributor; or very good results may be had by using an ordinary corn planter with a two-hole plate. If your soil is fairly tight-natured you may put your fertilizer out early, but if you have coarse sandy soil or deep white sand it is best not to put your fertilizer out over ten to fifteen days before planting time, as heavy rains will cause it to leach or go down, thereby losing a great percentage of the same before any benefit is derived therefrom. If you use barnyard manure, get it out just as soon as possible, using well-rotted manure, distribute it from one end of the row to the other with a shovel. In either case you may increase your crop yield by side dressing with a light handful of fertilizer to the hill. Just sprinkle it on top of the ground and plow it under. Naturally the use of more than the indicated amount of fertilizer, also side dressing, depends greatly upon the nature and fertility of your soil and the amount of rainfall received in your particular section.

CONTROL OF THE MELON APHIS OR HONEY DEW

Many farmers become disgusted with trying to grow good melons where melon aphid attack the plants, and they are often present several weeks before any sign that they are there is noticed by the grower. In sections where both cotton and melons are grown the lice will appear first on the cotton soon after it comes up, and they will cluster close in around the bud of the young plant. Such cotton is generally called lousy by anyone who closely examines it. As the cotton grows large and becomes tougher, the lice will leave it and take the young melon plants. They suck the juices from the plant from the under side of the leaves and at night while it is cool they crawl all over the vine and the melons leaving their excretion wherever they go. This secretion is called Honey Dew.

Our method of control is to use a dust sprayer and it is necessary to spray the leaves from under side in order to kill them. We use dust composed of liquid Black Leaf 40 and powdered lime. Mix one pound of Black Leaf 40 with eighteen pounds of lime. Place this mixture in sprayer and dust it underneath the leaves. It is very important that you spray early before the plants begin to vine, as by getting the lice that first appear, you can keep them down easier. Two or three dustings are usually sufficient to hold them in check until the melons mature. This mixture costs very little. One 2-pound can of Black Leaf 40 costs four dollars and fifty cents and when added to 36 pounds of lime it makes 38 pounds of dust that is deadly to the lice. If you are troubled with cucumber beetles use one pound of arsenate of lead to twelve pounds of lime and spray early in the morning as for lice.

TO MIX THE DUST

Take any kind of heavy can having an air tight lid, place in the can the lime and liquid Black Leaf 40. Put into the can a piece of chain or few pieces of iron and roll or shake well for five or ten minutes. It is then ready for use. Fill the duster two-thirds full, and spray the leaves from the underneath side. This mixture becomes stronger if let set a while and kept closed tight. Remember it must be closed tight. Liquid Black Leaf 40 is best.

USE SABADILLA DUST FOR PUMPKIN AND CHINCH BUGS, GET IT FROM YOUR NEAREST SEARS ROEBUCK STORE

SECRET IS SIMPLE

The secret of growing melons is a simple one. It consists of hard work and a little common sense coupled with a few rules that must be learned. The time to begin next year's crop is this year. The land should be selected and if possible planted to a crop of vetch or some other legume that can be turned under while green. Get it plowed before frost and cover all the green stuff. If you are to use fertilizer from the barn yard, get it out in November or December if possible. Well rotted straw makes excellent fertilizer if placed in the row early enough. Do not try putting unrotted fertilizer in the row after February, and not after January if you can help it. Leaves from the forest make excellent fertilizer if placed in the ground early and well covered. When the field is fertilized with barnyard or straw fertilizer, a small application of acid phosphate and cotton-seed meal will help. The principal thing is to have your land in good shape and properly terraced. We try to terrace our land so that each row is its own terrace. This makes less trouble with hard rains and also makes a saving when the showers come during the dry time. Each row holds its own water and helps the vines do their duty. Every vine should be trained and laid with the row. Then do not fail to cultivate shallow after the first plowing. Some have asked how long we plow and we tell them that we plow until we can carry a ripe melon home. The truth of the matter is that the middles should be harrowed each week whether it rains or not; the more often the ground is stirred lightly, the better it is for the melons. Care should be exercised not to allow the plow to run deep enough to interfere with the root system. It is not uncommon for feeder roots to reach a distance of twenty feet from the tap root and in its search for food it covers almost the entire subsoil just at the top of the hard pan.



BLACK LEAF 40

We have the BLACK LEAF 40 in the liquid form only. That is what we use to mix our dust. 1 oz. bottle, 35c; 5 oz. bottle, \$1.05; 1 lb. bottle, \$2.50; 2 lb. can, \$4.50; 5 lb. can, \$8.90, 10 lb. can, \$13.75. All the above prices plus postage.

HOW TO PROTECT THE MELONS AGAINST SUNBURN

Spray or sprinkle common hydrated or powdered lime over the top side of all melons as they near the ripening period. This method was acci-

dently discovered by one of our growers while spraying for lice. It was noticed that all melons that had a good coat of lime did not sunburn, while those not coated, burned badly. This pure white lime reflects the heat back from the melon, thus preventing sunburn.

PRUNING NECESSARY

The greatest essential is to use the knife. The plant should not be called on to support more melons than it can mature well. At first, let two well-formed melons stay. When they are about grown, two more can be allowed to start. Never allow a crooked or deformed melon to stay on the vine. A necked melon is a sure sign that the man who grew it did not know his business. If it had been cut off when small, a straight, nice melon could have been set. A crooked melon is just that much loss as it is neither fit to eat nor fit to sell. The amateur grower seems to be afraid to prune the melons from the vine and consequently lets his vine attempt to bring ten to twelve melons to maturity at one time. With 300 to 350 hills to the acre and four to six melons to the hill during the season, the grower can expect from twelve to fifteen hundred melons per acre when the crop is good. Always let a melon stay on the vine until it is ripe. Lots of money is lost by getting too anxious and cutting it before it is ripe.

Watch for Honey Dew and fight it at the very first appearance. The Aphis, or louse, which causes the Honey Dew, multiplies with incredible rapidity and unless you fight it early you will surely have a long fight to save your vines. The fields we cultivate are a revelation to anyone not familiar with melon raising; forty acres of vines and not a melon showing. It looks as if there were none in the field; closer inspection showed that the vines concealed melons almost thick enough to walk on. It was estimated that on forty acres there were 10,000 melons that weighed more than thirty-five pounds and almost as many more that would weigh that much at maturity. The rank vines concealed regular giants of their kind, melons that will tip the beam at above sixty pounds and some that reached toward eighty and ninety, and never a faulty or deformed one in the lot.

HOW TO GROW THE BIG ONES

Leave only two of the best young melons on the vine. Select the melons to leave when vines are about eight feet long, keeping all melons pulled off until vines get size, then leave just two of the best. When those ripen leave two more. Never plant melons on same land more than one time in five years unless you have deep bottom land, and then not more than two years in succession.

Watermelon Plant Diseases and Their Control

WILT—Entire plant wilts (at first only during hot part of day), and finally dies. Water vessels in wilted stems appear discolored.

PREVENTIVE—Plant on new land whenever possible. At least, do not plant on same land oftener than once in 4 or 5 years. Gather and burn old vines after harvest. Plant resistant varieties such as Hawksbury No. 8, Blacklee No. 45, Wilt Resistant No. 40, and Wilt Proof Kleckley No. 6, Variety No. 19, Missouri Queen No. 52. Treat seed as described in paragraph 6.

ANTHRACNOSE—Black spots on leaves and stems. Young fruit becomes dark colored and shrivels when the stem is attacked. Spots on fruits are numerous, large and often of pinkish color.

LEAF SPOT—Small, round, black spots on older leaves near base of stem. These leaves die and drop off.

DOWNY MILDEW—Irregular black areas on leaves. Under moist weather conditions the entire foliage may be killed. Sometimes a faint, purplish, downy growth may be seen on the under side of the infected spots.

TREAT ALL THE ABOVE DISEASES AS FOLLOWS:

A combination of crop rotation, destruction of plant refuse, seed treatment and spraying or dusting are necessary to keep in check these diseases of watermelon.

Seed should be treated by soaking in corrosive sublimate solution (1 tablet in 1 pint of water) for 5 minutes. Rinse thoroughly in plain water and dry quickly.

Spraying with 4-4-50 Bordeaux mixture or dusting with 20-80 copper-lime dust should be started at first appearance of foliage diseases. (It is safer to start spray or dust applications as soon as the vines reach 2 or 3 feet in length). Repeat treatment every 10 to 15 days. Remove infected or stunted melons from vines.

BLOSSOM-END ROT—Discoloration and shriveling of the blossom end of melon. Decay progresses inwards.

ROOT KNOT—Elongated swellings or small, round galls on the roots of plants are common symptoms of the root-knot disease. The causal agent is a small worm, called a nematode, which is scarcely visible to the unaided eye. Plants affected with root-knot are lacking in vigor, stunted, and pale in color. Root-knot galls are ordinarily much smaller and more numerous than the large, more spherical swellings of crown gall. One might confuse root-knots with the nodules on leguminous plants which are produced by the beneficial nitrogen-fixing bacteria. These nodules are easily broken off from the side of the root, whereas nematode galls are swellings of the root itself and cannot be separated from the root. Another eel-worm, the meadow nematode,

injures some plants by causing tufts of rootlets without causing galls. The eradication, or even satisfactory control, of root-knot nematodes is not easily obtained. Fields infested with root-knot nematodes should be planted with grasses, cereals, or CROTALARIA spectabilis for several years. At the same time, all weeds should be controlled since many of them are hosts for the nematodes. Clean fallow of the soil with frequent cultivation during dry weather tends to reduce the nematode population through drying of the soil and starvation.

STEM-END ROT—May appear in the field through wounds in the melon rind. Most frequent in shipments of watermelons. Infection takes place in the cut stem causing a dark, soft, water-soaked area near the stem. Decay progresses finally shriveling the entire melon.

TREATMENT—Spray or dust crop in field as outlined in paragraph 6. When packing for shipment cut off end of stem and paint fresh cut with paste made as follows: Dissolve $\frac{1}{2}$ lb. copper sulphate in $3\frac{1}{2}$ quarts of boiling water (use enamelware vessel). Stir $\frac{1}{2}$ lb. laundry starch into 1 pint of water and add to the above boiling copper sulphate solution, with rapid stirring. Boil until a thick paste is formed. Make up fresh paste for each treatment (a carload of melons requires 1 quart of paste).

HAIL—Hail storms frequently cause heavy damage to various crops. All succulent plants and their fruits such as cotton, corn, watermelons, tomatoes, small grains, are affected. In addition to the above factors too much water in the soil, improper placement of fertilizer and high winds may cause severe and widespread damage to the crop. Little is known definitely concerning the control or treatment of injuries due to unfavorable climatic conditions. Maintenance of favorable soil moisture through plowing under of cover crops or the use of mulch may be helpful in certain cases. Affected plants should be pruned back after the injured parts have become distinct, to force normal growth.

CUCUMBER BEETLES (Both Striped and Spotted)—These bugs are very deadly to most vine plants early in the spring and usually begin to suck them as soon as the plant comes out of the ground. Use a dust spraying machine (any kind). Mix one pound of arsenate of lead with twelve pounds of lime. Spray lightly underneath the leaves early in the morning while plants are moist with dew. Use just enough to slightly white the plant. Spray about every two days until plants are ten days old. After they are that old they cannot harm the plants. (See page 38 for Aphis control.) Get the bugs and lice early and you will have little trouble with them later. Black Leaf 40, 1 oz. bottle, 35c; 5 oz. bottle, \$1.05; 1 lb. bottle, \$2.50; 2 lb. can, \$4.50; 5 lb. can, \$8.90; 10 lb. can, \$13.75. All the above plus postage. You can get the lime at any lumber yard.

USE SPERGON TREATED WATERMELON SEED ONLY

Anthracnose is the worst disease of watermelons in the nation, and with the possible exception of California it occurs in every watermelon production region in the United States.

If you use treated seed, you do not take the fungus into the fields with you, for the fungus got on the seed when they were extracted, no matter where they came from. Often a grower will plant treated seed for the first or second planting, but neglect or forget to use treated seed for the third planting. It is more important that these late plantings should be treated because anthracnose is a high temperature fungus disease, it works best and fastest when the soil is warm.

Spergon seed treatment will also control gummy stem blight; however, both or either of the above

diseases can be blown in to your field if your neighbor has used untreated seed, or if the field was infested the season before, the fungi will live in the soil and be carried to your field by the wind, as well as on your shoes, if you walk through an infested field and then into your own which is disease free.

We are using and strongly recommend SPERGON for the treatment of these diseases as we have found it to be the best treatment yet discovered and we have tried out all the leading brands and have not found a single sign of watermelon disease in our seed fields in more than six years, where the seed were treated.

For further description and prices see bottom page 42.

READ CAREFULLY BEFORE PLACING YOUR ORDER

There will be no refund on seed that has been out of our office more than thirty days from shipping date. We have in a few instances had customers ask to return surplus seed when they had ordered too heavily, anticipating a freeze, and in practically every case it has been too late for us to

resell the seed that season. For this reason we will not accept seed returned for refund that has been out of our office more than thirty days from our shipping date; positively no refund at any time after the seal has been broken on the bag.

WARRANTIES

The WILLHITE MELON SEED FARMS gives no warranty, expressed or implied, as to the productiveness of any seeds it sells and will not be in any way responsible for the crop. Our liability,

in all instances, is limited to the purchase price of the seed.

Neither are we responsible for the purity or variety, shortage or failure of crop, stenographic errors and delays beyond our control.

CUSTOMERS—NOTICE AND REMEMBER!

We pay the postage when only 25c packages are ordered. Should your order include as much as 1/4 pound of any variety of seed other than 25c packages, you pay the postage on the full amount. If you send too much postage, same will be refunded to you in postage stamps in your package of seed, wrapped in wax paper.

Please remember there has been an increase in postal rates. I would advise you, whenever it's just as convenient, to order your shipment made by railway express and you can pay the shipping charges at your end of the line and, too, the package is automatically insured up to fifty dollars without additional cost.

WILLHITE MELON SEED FARMS

POOLVILLE, TEXAS

BRANCH OFFICE—WEATHERFORD, TEXAS

Good News for Gardeners ... from the makers of VIGORO!



CONTROL OF MOST LAWN WEEDS AND GARDEN PESTS MADE EASY!

As soon as plants leaf out in Spring, dust them regularly with EndoPest, Swift & Company's simplified, efficient pest control! It's the easy way to give your garden all the protection it needs from most garden pests!

A few strokes of the exclusive EndoPest dust gun produces a smoke-like cloud that envelopes a bed of flowers or row of vegetables with an almost-invisible film . . . a cloud

that controls most chewing insects, sucking insects and fungus diseases! Add EndoPest to your order!

EndoPest

Made by Swift • Makers of VIGORO

Spray weeds away quickly . . . safely . . . easily—with EndoWeed! An improved selective lawn weed killer, EndoWeed kills dandelions, chickweed, plantain and over 100 other weeds . . . without harming ordinary grass or affecting the soil.

Available in sizes from half pint to gallon, and in packets for small-area spraying, 8 ounces of EndoWeed treats 2000 sq. ft. of lawn. Add to your seed order or stop in for . . .



EndoWeed

Presented by Swift • Makers of VIGORO

ENDOPEST—Can be used with confidence on edible fruits and vegetables, as well as flowers and shrubbery, for control of most chewing and sucking insects and fungus diseases. It's so easy to use you'll want to dust regularly . . . stop trouble before it starts. We have handy refill cartridges for ENDOPEST dust applicators. Just a few quick strokes with the specially-invented ENDOPEST dust gun gives you control. No mixing, no muss, ENDOPEST comes ready to use..

10 oz. Applicator Gun (Complete).....	\$.75 plus postage
10 oz. Refill Cartridge55 plus postage
4 oz. Sifter Top Package35 plus postage
2 lb. Pouring Spout Package.....	1.35 plus postage

10 oz. Applicator Gun (Complete).....\$.75 plus postage
10 oz. Refill Cartridge

4 oz. Sifter Top Package

2 lb. Pouring Spout Package.....1.35 plus postage

We have the above items in stock—include them with your seed order

ENDOWEED—New, improved selective weed killer, dooms weeds to death, roots and all. One application penetrates the entire plant, kills leaves, stems, roots—yet won't harm ordinary grass nor affect the soil. ENDOWEED kills dandelions, chickweed, plantain and over 100 other weeds. Kills in a week or so after spraying. 8 oz. of ENDOWEED treats 2,000 square feet of lawn. Available in sizes from $\frac{1}{2}$ pint to 1 gallon.

1/2 Pint	treats 2,000 Sq. Ft.	\$1.10 plus postage
1 Pint	treats 4,000 Sq. Ft.	1.75 plus postage
1 Quart	treats 8,000 Sq. Ft.	2.95 plus postage
1 Gallon	treats 32,000 Sq. Ft.	8.75 plus postage

SPERGON SEED PROTECTANT

Nearly all soil contains harmful fungi which, if not controlled, attack the seed and cause what is known as "damping-off." Spergon kills such harmful fungi thereby allowing the seed to germinate naturally and produce healthy and vigorous seedlings. It also destroys any pathogenic fungi and bacteria that may be present on the seed thus resulting in better stands and greater yields. . . . SPERGON is extremely safe to use on seed and has never been known to cause injury even when used in excess on melon seed. . . . SPERGON is the nearest approach to a universal seed-treating material ever developed. It may be regarded as a form of crop insurance to protect the seed from harmful fungi and assure a good stand. It is a yellow powder and very easy to apply. Put seed and SPERGON in any clean container with a cover (jar or bucket is good) and shake lightly until seed are thor-

oughly covered. No need to worry about getting too much; if you do it will do no harm. The seed can be treated several days in advance of planting and still have the same good effect. If you have not received a booklet on this item we will be pleased to mail you one on request.

We have SPERGON for sale in one-ounce packages at 25c plus 2c postage; two-ounce packages at 40c plus 3c postage; five-ounce can at \$1.10 plus postage; one-pound container at \$2.50 plus postage; five pounds at \$12.00 plus shipping charges.

IMPORTANT NOTICE: Since the use of this product is beyond control of the seller, the buyer assumes all risk of use or handling whether in accordance with directions or not, as the seller makes no warranty, expressed or implied, concerning this product.

WE DO NOT PAY POSTAGE OR SHIPPING CHARGES

If seeds are to be shipped by mail send enough money to pay mailing charges. (See rate sheet below.) If they are to be shipped by freight or express the charges can be paid at your end of the line. Express rates have been greatly reduced on 10 pounds or more if you live at a distance of more than three hundred miles from us.

PARCEL-POST OR FOURTH-CLASS MAIL

RATES OF POSTAGE, CLASSIFICATION, INSURANCE AND C. O. D. FEATURES, WRAPPING, ETC.

Fourth-class Matter, known as domestic parcel-post mail, includes all parcels over 8 ounces in weight containing circulars, books, catalogs, and other matter wholly in print, together with merchandise, farm and factory products, seeds, cuttings, bulbs, roots, scions, and plants, and all other mailable matter not embraced in the first and second classes. The same matter in parcels weighing 8 ounces or less is embraced in third-class mail.

Rates of Postage on Fourth-Class Matter (over 8 ounces)—To Be Fully Prepaid—are by the pound, according to distance or zone, a fraction of a pound being computed as a full pound, as shown in the following table and paragraphs (1), (2), and (3):

W e i g h t	Local	ZONES							W e i g h t	Local	ZONES						
		1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles			1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles
1	\$0.10	\$0.12	\$0.13	\$0.14	\$0.15	\$0.16	\$0.17	\$0.18	36	\$0.39	\$0.83	\$1.13	\$1.65	\$2.12	\$2.72	\$3.43	\$4.14
2	.11	.15	.16	.19	.21	.24	.27	.30	37	.40	.85	1.16	1.70	2.18	2.80	3.53	4.26
3	.12	.17	.19	.23	.27	.31	.36	.41	38	.40	.87	1.19	1.74	2.23	2.87	3.62	4.37
4	.13	.19	.22	.28	.33	.39	.46	.53	39	.41	.89	1.22	1.78	2.29	2.94	3.71	4.48
5	.14	.21	.25	.32	.39	.46	.55	.64	40	.42	.91	1.24	1.82	2.34	3.01	3.80	4.59
6	.15	.23	.28	.37	.45	.54	.65	.76	41	.43	.93	1.27	1.87	2.40	3.09	3.90	4.71
7	.16	.25	.31	.41	.51	.61	.74	.87	42	.43	.95	1.30	1.91	2.45	3.16	3.99	4.82
8	.17	.27	.34	.46	.57	.69	.84	.99	43	.44	.97	1.33	1.95	2.51	3.23	4.08	4.93
9	.18	.29	.37	.50	.63	.76	.93	1.10	44	.45	.99	1.36	1.99	2.56	3.30	4.17	5.04
10	.19	.31	.40	.55	.69	.84	1.03	1.22	45	.46	1.01	1.38	2.04	2.62	3.38	4.27	5.16
11	.20	.33	.43	.59	.75	.91	1.12	1.33	46	.46	1.03	1.41	2.08	2.67	3.45	4.36	5.27
12	.21	.35	.46	.63	.80	.98	1.21	1.44	47	.47	1.05	1.44	2.12	2.73	3.52	4.45	5.38
13	.22	.37	.49	.68	.86	1.06	1.31	1.56	48	.48	1.07	1.47	2.16	2.78	3.59	4.54	5.49
14	.22	.39	.52	.72	.91	1.13	1.40	1.67	49	.49	1.09	1.50	2.21	2.84	3.67	4.64	5.61
15	.23	.41	.54	.76	.97	1.20	1.49	1.78	50	.49	1.11	1.52	2.25	2.89	3.74	4.73	5.72
16	.24	.43	.57	.80	1.02	1.27	1.58	1.89	51	.50	1.13	1.55	2.29	2.95	3.81	4.82	5.83
17	.25	.45	.60	.85	1.08	1.35	1.68	2.01	52	.51	1.15	1.58	2.33	3.00	3.88	4.91	5.94
18	.25	.47	.63	.89	1.13	1.42	1.77	2.12	53	.52	1.17	1.61	2.38	3.06	3.96	5.01	6.06
19	.26	.49	.66	.93	1.19	1.49	1.86	2.23	54	.52	1.19	1.64	2.42	3.11	4.03	5.10	6.17
20	.27	.51	.68	.97	1.24	1.56	1.95	2.34	55	.53	1.21	1.66	2.46	3.17	4.10	5.19	6.28
21	.28	.53	.71	1.02	1.30	1.64	2.05	2.46	56	.54	1.23	1.69	2.50	3.22	4.17	5.28	6.39
22	.28	.55	.74	1.06	1.35	1.71	2.14	2.57	57	.55	1.25	1.72	2.55	3.28	4.25	5.38	6.51
23	.29	.57	.77	1.10	1.41	1.78	2.23	2.68	58	.55	1.27	1.75	2.59	3.33	4.32	5.47	6.62
24	.30	.59	.80	1.14	1.46	1.85	2.32	2.79	59	.56	1.29	1.78	2.63	3.39	4.39	5.56	6.73
25	.31	.61	.82	1.19	1.52	1.93	2.42	2.91	60	.57	1.31	1.80	2.67	3.44	4.46	5.65	6.84
26	.31	.63	.85	1.23	1.57	2.00	2.51	3.02	61	.58	1.33	1.83	2.72	3.50	4.54	5.75	6.96
27	.32	.65	.88	1.27	1.63	2.07	2.60	3.13	62	.58	1.35	1.86	2.76	3.55	4.61	5.84	7.07
28	.33	.67	.91	1.31	1.68	2.14	2.69	3.24	63	.59	1.37	1.89	2.80	3.61	4.68	5.93	7.18
29	.34	.69	.94	1.36	1.74	2.22	2.79	3.36	64	.60	1.39	1.92	2.84	3.66	4.75	6.02	7.29
30	.34	.71	.96	1.40	1.79	2.29	2.88	3.47	65	.61	1.41	1.94	2.89	3.72	4.83	6.12	7.41
31	.35	.73	.99	1.44	1.85	2.36	2.97	3.58	66	.61	1.43	1.97	2.93	3.77	4.90	6.21	7.52
32	.36	.75	1.02	1.48	1.90	2.43	3.06	3.69	67	.62	1.45	2.00	2.97	3.83	4.97	6.30	7.63
33	.37	.77	1.05	1.53	1.96	2.51	3.16	3.81	68	.63	1.47	2.03	3.01	3.88	5.04	6.39	7.74
34	.37	.79	1.08	1.57	2.01	2.58	3.25	3.92	69	.64	1.49	2.06	3.06	3.94	5.12	6.49	7.86
35	.38	.81	1.10	1.61	2.07	2.65	3.34	4.03	70	.64	1.51	2.08	3.10	3.99	5.19	6.58	7.97

Exceptions

(1) In the first or second zone, where the distance by the shortest regular practicable mail route is 300 miles or more, the rate is the same as for the third zone.

(2) Parcels weighing less than 10 pounds and measuring over 84 inches but not more than 100 inches in length and girth combined are subject to a minimum charge equal to that for a 10-pound parcel for the zone to which addressed.

(3) For special rates on catalogs consult postmaster.

WILLHITE Melon Seed Farms

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